JACK TRACY
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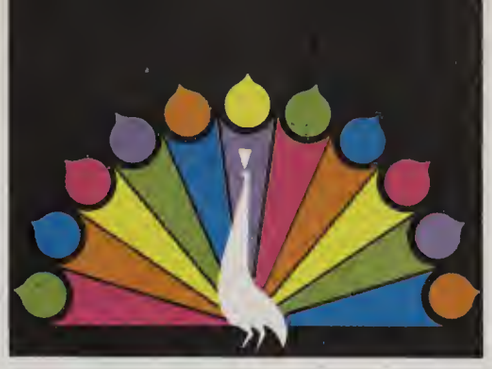

NBC COLOR TELEVISION NEWS

PREMIERE

September 4, 1962

KIN TO CARTWRIGHTS IS REVEALED AS A KILLER IN FIRST EPISODE OF "BONANZA'S" FOURTH SERIES

A young stranger with a fast gun and questionable past shows up on the Ponderosa and reveals he is a half-brother to Little Joe Cartwright (Michael Landon) when "Bonanza," NBC-TV color series, opens its fourth season Sunday, Sept. 23 (9-10 p.m. EDT). This episode is titled "The First Born."

Barry Coe, formerly featured in the TV series, "Follow the Sun," guest-stars in the title role as Clay Stafford, who hires on as a Cartwright cattleman, then shocks the Cartwrights with his revelation as the sheriff orders him to leave town for shooting a miner in self-defense. Stafford claims he was born to Little Joe's mother before she met Ben Cartwright (Lorne Greene) in New Orleans. The Cartwrights accept him as one of the family, then learn he killed another man in Texas.

Dan Blocker and Pernell Roberts also star in their Cartwright roles. Others in the cast are Eddy Waller as Harry, Ray Teal as Sheriff Coffee and Don Beddoe as Stan Perkins.

"The First Born" was written by Judith and George W. George and directed by Don McDougall. David Dortort produces the full-hour series, filmed at Paramount Studios, in Hollywood.

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NBC COLOR TELEVISION NEWS

September 4, 1962

PERRY COMO'S NEW SEASON TEE-OFF OF "KRAFT MUSIC HALL"
WILL INCLUDE GOLFING GREATS PALMER, PLAYER, NICKLAUS

Perry Como has signed golfing greats Arnold Palmer, Gary Player and Jack Nicklaus to be guest stars on his opening NBC-TV color broadcast of the new season Wednesday, Oct. 3 (9-10 p.m. NYT).

Como and the world-famed golfers will present an entertaining "clinic" for golfers -- with golf tricks and comic asides -- as a segment of "Perry Como's Kraft Music Hall." The sequence will actually be filmed at Perry's favorite course at Sands Point, Long Island, N.Y., with announcer Frank Gallup and members of the Kraft Music Hall players taking part.

Palmer, Player and Nicklaus are winners of the biggest golfing events on the professional circuit this year. Palmer won the Masters and British Open championships, Player won the PGA tournament, and Nicklaus the National Open.

Palmer is the PGA's all-time money winner and three-time champ of the Masters. Player is also a big money winner. He took the Masters in 1961 and the British Open in 1959. Nicklaus, who only turned

(more)

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pro in November, 1961, is the second youngest golfer to win the U. S. Open. Prior to that, he was twice U. S. Amateur Champion and led the American team to victory in the Walker Cup competition.

Palmer, Player and Nicklaus will also be featured on NBC-TV Saturday and Sunday, Sept. 8 and 9 in color broadcasts of the World Series of Golf from Firestone Country Club, Akron, Ohio (4:30 to 6 p.m. NYT).

The opening show of "Perry Como's Kraft Music Hall" will also include regular members of the cast: Mitchell Ayres and his orchestra, Ray Charles and his singers, the Peter Gennaro Dancers, choreographer-dancer Carol Haney and the Kraft Musical Hall Players, Don Adams, Jack Duffy, Kaye Ballard, Sandy Stewart and Pierre Olaf.

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NBC-New York, 9/4/62

CREDITS FOR 'WIDE COUNTRY' ON NBC-TV

Title:	"Wide Country"
Time:	NBC-TV Network, Thursdays (7:30-8:30 p.m. NYT, premiering Sept. 20)
Format:	Full-hour contemporary Western drama series set against a backdrop of rodeo competition
Starring:	Earl Holliman as Mitch Guthrie
Co-Starring:	Andrew Prine as Andy Guthrie
Production by	Gemini Productions Inc.
Executive Producer:	Ralph Edwards
Producer:	Frank Telford
Directors:	Various
Writers:	Harold Swanton and various
Origination:	Filmed on-location throughout the United States and at Hollywood's Revue International Studios
Sponsors and Agencies:	Various
NBC Press Representatives:	Don Jones, Burbank, and Alan Patureau, New York

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NBC-New York, 9/4/62

September 4, 1962

'McKEEVER AND THE COLONEL' IS NEW SUNDAY FAMILY COMEDY SERIES ON NBC-TV

"McKeever and the Colonel," a half-hour filmed situation comedy series set in a military school, with Allyn Joslyn and Scott Lane starred in the key roles, premieres on NBC-TV Sunday, Sept. 23 (6:30-7 p.m. NYT).

Joslyn plays Colonel Harvey Blackwell, commanding officer of tradition-steeped Westfield Military Academy. Young Lane is seen as Cadet McKeever -- first name Gary -- 12 years old and full of mischief.

Co-stars are Jackie Coogan as Sgt. Barnes, Colonel Blackwell's aide, and Elisabeth Fraser as Miss Warner, the school dietician. In featured roles are Keith Taylor as Tubby and John Eimen as Monk, two of McKeever's fellow cadets.

As Westfield's C. O., Colonel Blackwell finds that the daily tensions of being father, mother, counselor, sergeant-at-arms, nurse-maid and molder-of-men to 212 boys, ages 10 to 17, produce nostalgic recollections of even his toughest experiences during 19 years of active Army duty.

The attempts of McKeever and his fellow cadets to outmaneuver Colonel Blackwell constitute the weekly adventures in a series designed for family appeal.

"McKeever and the Colonel," created by Ray Allen Saffian and Harvey Bullock, is produced for NBC-TV by Four Star Television. Tom McKnight is the producer and Bill Harmon associate producer. Herschel Burke Gilbert is musical director of the series.

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CREDITS FOR 'McKEEVER AND THE COLONEL' ON NBC-TV

Time:	NBC-TV Network, Sundays, 6:30 to 7 p.m. NYT, premiering Sept. 23.
Format:	Family comedy series set against the antics of a young military school cadet and his fellow cadets, and subsequent frustrations of the school's commandant.
Stars:	Scott Lane as Gary McKeever and Allyn Joslyn as Colonel Blackwell.
Co-Starring:	Jackie Coogan as Sgt. Barnes and Elisabeth Fraser as Miss Warner.
Featuring:	Keith Taylor as Tubby and John Eimen as Monk.
Production:	Four Star Television, in association with the NBC-TV Network.
Producer:	Tom McKnight
Associate Producer:	Bill Harmon
Directors:	Various
Writers:	Various
Music Director:	Herschel Burke Gilbert
Origination:	Hollywood, on film
Sponsors (and Agencies):	Texaco Inc. (Benton & Bowles Inc.) and Milton Bradley Company (Noyes & Company Inc.).
NBC Press Representatives:	Doug Gordon (Burbank); Bob Goldwater, New York.

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NBC-New York, 9/4/62

CAST AND CREDITS FOR 'THE INTERROGATOR,' DRAMA IN COLOR ON 'DU PONT SHOW OF THE WEEK' SUNDAY, SEPT. 23

Title:	"The Interrogator" on "Du Pont Show of the Week"
Date and time:	NBC-TV color broadcast Sunday, Sept. 23 (10-11 p.m. EDT)
Starring:	John Mills
With:	Ina Balin, Robert Loggia and Murray Matheson
Produced by	Lewis Freedman
Director:	Jack Smight
Adapted for NBC-TV by	Don M. Mankiewicz (from an original BBC-TV teleplay by Troy Kennedy Martin)
Associate producer:	Jim Ambandos
Unit manager:	Budd Wilds
Associate director:	Kathy Greene
Production associate:	Wendy Sanford
Scenic designer:	Robert Wightman
Costumes by	Noel Taylor
Make-up:	Robert Phillippe
Technical director:	O. Tamburri
Music selection:	Phebe Haas
Graphic arts:	Stas Pyka
Lighting:	Alan Posage
Video:	Mahlon Fox
Audio:	Jim Blaney
Stage managers:	Sam Kirshman and Fred Lights

* * *

(more)

Origination: NBC Color Studios, Brooklyn, N.Y., via color tape

Sponsor: The Du Pont Company

Agency: Batten, Barton, Durstine & Osborn Inc.

NBC Press representatives: Charlie Gregg, New York, and Bill Kiley, Burbank

* * *

THE CAST

Inspector Fallon.....John Mills

Drusilla.....Ina Balin

Kiki.....Robert Loggia

Commissioner Thompson.....Murray Matheson

Sgt. Wilson.....Gene Wilder

Mrs. Mac.....Betty Garde

Georgie.....Jose Perez

Costos.....Louis Zorich

Christos.....Dirk Kooiman

* * *

THE STORY

The setting is the Mediterranean island of Cyprus in 1957 -- during the height of the murderous, three-sided conflict between British colonial authorities, Greek and Turkish terrorists over Cyprus' future. An English superintendent of police, Fallon (John Mills), is accused of having murdered a Cypriote prisoner, Christos (Dirk Kooiman), whom he has allowed to escape. Believing that Fallon has "compromised his position" as a British colonial officer, Commissioner Thompson (Murray Matheson) orders him to remain on duty only until a replacement arrives from England. When a band of Greek terrorists -- led by Kiki (Robert Loggia) and including a beautiful girl, Drusilla (Ina Ballin) and a

(more)

teen-aged boy, Georgie (Jose Perez) -- is brought in for interrogation, Fallon realizes he has but a few hours in which to clear his name. He further realizes that he has fallen victim to the very disease he has been combatting -- the sickness of brutality and terrorism.

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NBC-New York, 9/4/62

JACK TRACY
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NBC COLOR TELEVISION NEWS

September 5, 1962

CHRISTOPHER PLUMMER (IN TITLE ROLE) AND HOPE LANGE (AS ROXANNE)
WILL STAR IN 'CYRANO DE BERGERAC' ON 'HALLMARK HALL OF FAME'
- - -
90-Minute NBC-TV Color Broadcast Scheduled for Thursday, Dec. 6

Christopher Plummer will star in the title role of Edmond Rostand's classic romantic drama, "Cyrano de Bergerac," to be produced and directed by George Schaefer as a 90-minute, color presentation on NBC-TV's "Hallmark Hall of Fame" Thursday, Dec. 6 (9:30-11 p.m. NYT).

Hope Lange will also star in Rostand's swashbuckling tour-de-force as Roxanne, the beautiful cousin of the 17th Century Gascon guardsman whose sword and pen fought hypocrisy, pride and prejudice. Additional casting will be announced.

"Cyrano de Bergerac," which will be taped Oct. 31 in NBC's Brooklyn, N. Y., color studios, will be adapted for TV by Robert Hartung from Brian Hooker's English translation. Noel Taylor will design the costumes and Warren Clymer will be the set designer.

Plummer played the role of the huge-nosed Cyrano this Summer at the Stratford (Canada) Festival, and has previously starred in five NBC-TV "Hallmark Hall of Fame" dramas: "Little Moon of Alban," "Johnny Belinda," "A Doll's House," "Captain Brassbound's Conversion" and "A Time Remembered."

Miss Lange, a distinguished stage and screen actress, recently completed filming in France of the forthcoming motion picture, "The

(more)

Grand Duke and Mr. Pimm." Infrequently seen on TV, she starred in three "Playhouse 90" productions during 1957-58: "For I Have Loved a Stranger," "The Innocent Sleep" and "Point of No Return."

As previously announced, "Hallmark Hall of Fame" will launch its 12th season of color broadcasts on NBC-TV Friday, Oct. 26 (8:30 to 10 p.m. NYT) with an adaptation of John Patrick's "The Teahouse of the August Moon," starring John Forsythe, David Wayne, Miyoshi Umeki and Paul Ford.

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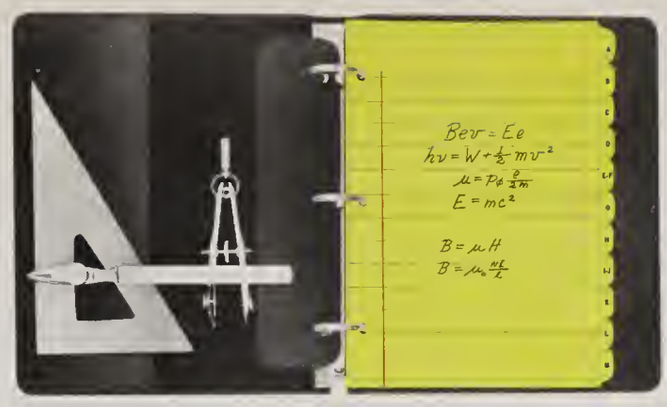
NBC-New York, 9/5/62



CONTINENTAL CLASSROOM
NBC TELEVISION NETWORK
6:00-7:00 AM MON.-FRI.

September 5, 1962

'CONTINENTAL CLASSROOM' OPENS 1962-63 YEAR SEPT. 24

Two-Semester College-Level Courses in American Government
And Atomic Age Physics Will Be Repeated

The NBC-TV Network's "Continental Classroom" will open its 1962-63 academic year Monday, Sept. 24, offering two-semester college-level courses in Atomic Age Physics and the Structure and Functions of American Government.

American Government, first presented last year, will be repeated on color tape recordings Monday through Friday, from 6:30 to 7 a.m. local time. Atomic Age Physics, which launched the country-wide educational project four years ago, will be repeated -- in black and white -- in the preceding half-hour period, from 6 to 6:30 a.m. local time.

Many colleges and universities across the nation will give academic credit for the courses. Inquiries about enrollment should be addressed to the campus coordinator of the participating college or university of the viewer's choice, or to: Dr. John J. Kelley, educational director, "Continental Classroom," c/o National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N.Y.

Both courses are directed to teachers of secondary schools and colleges, to college students, to a general adult audience interested in enlarging its knowledge, as well as to gifted high school students.

(more)

Dr. Peter H. Odegard, professor of political science at the University of California at Berkeley, is teacher of the American Government course. Based on the premise that "only a free people can be informed and only an informed people can be free," it presents an objective and scholarly analysis of the fundamentals and background of government and how the United States government makes and executes policy in the world today. Many of its guest lecturers are drawn from high levels of government.

American Government is presented by NBC in cooperation with the American Association of Colleges for Teacher Education, the American Political Science Association, and the National Council for the Social Studies. Atomic Age Physics is presented by the network in cooperation with the AACTE. "Continental Classroom" is under the general supervision of Edward Stanley, NBC Director of Public Affairs.

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NBC-New York, 9/5/62

NBC COLOR TELEVISION NEWS

September 5, 1962

FOUR STARS HEAD CAST FOR 'BIG DEAL IN LAREDO,' WESTERN SATIRE BY SIDNEY CARROLL, TO BE BROADCAST IN COLOR ON 'DU PONT SHOW OF THE WEEK'

Walter Matthau, John McGiver, Zachary Scott and Teresa Wright will star in Sidney Carroll's original Western, "Big Deal in Laredo," written especially for color presentation Sunday, Oct. 7 (10 to 11 p.m. EDT) on NBC-TV's "Du Pont Show of the Week."

Carroll describes "Big Deal in Laredo" as "a Western without guns or horses, set against a legendary poker hand and a family which becomes involved in a bizarre way in the biggest poker game that ever came down the pike." The teleplay will be produced by Jacqueline Babbin and directed by Fielder Cook for his Directors Company.

Featured in the cast will be William Hansen as Dr. Scully, Arthur Hughes and James Kenny, respectively, as gamblers Buford and Sam; and John Megna as Jackie. Additional casting will be announced for the broadcast, which will be taped Sept. 15 at NBC's Brooklyn, N. Y., color studios.

In the storyline for "Big Deal in Laredo," set in 1899, the four richest men in Texas are in the back room of Laredo's Palomar Hotel, "playing for blood." One of these, Habershaw (Scott), invites a transient farmer, Meredith (Matthau) to come in and watch. Meredith, a compulsive gambler whose wife Mary (Miss Wright) has made him swear off cards, can't resist joining the game.

(more)

After a succession of reverses, he draws "the greatest hand in poker history," and with $13,500 on the table, he collapses from a heart attack.

Sidney Carroll wrote the screen play for the motion picture, "The Hustler," which was named "best written American drama of 1961" by the Screen Writers Guild of America, winner of a New York Film Critics Award and nominated for nine Academy Awards including "best screenplay." Carroll also wrote the screenplay for "The Stranger Left No Card," winner of the 1961 Cannes Film Festival short subject award. His TV credits include "Ominbus," "Studio One," U. S. Steel Hour," "General Electric Theatre," "Philco-Goodyear Playhouse" and "Alfred Hitchcock Presents."

Matthau recently concluded an engagement in the current Broadway comedy hit, "A Shot in the Dark." He received a New York Drama Critics Award for his performance in "Once More with Feeling" in 1958. His other Broadway stage credits include "Season in the Sun," "Will Success Spoil Rock Hunter?" "The Ladies of the Corridor," "Twilight Walk" and "The Burning Glass." He has performed in over 250 television shows and last season narrated "Police Emergency" on "Du Pont Show of the Week." Matthau's motion picture credits include "Face in the Crowd," "Onion Head" and "Strangers When We Meet."

Teresa Wright, distinguished star of films and stage, was nominated for an Emmy Award for her title role portrayal in "The Margaret Bourke-White Story" on NBC-TV. She portrayed Annie Sullivan in "The Miracle Worker" when it was first presented on TV. Her numerous Broadway credits include "The Dark at the Top of the Stairs," "Life with Father" and "Our Town." She has starred in more than 50 motion pictures.

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Zachary Scott's Broadway plays include "The Damask Cheek," "Those Endearing Young Charms" and "Requiem for a Nun," and among his many motion picture credits are "Cass Timberlane," "Flamingo Road," "Bandido," "The Southerner" and "The Young One." He has been seen on TV in "Playhouse 90," "Studio One," "Sunday Showcase," "Kraft Mystery Theatre" and "Play of the Week."

John McGiver, a frequent guest star of filmed and taped TV dramas, was seen recently on Broadway as Stanley Farrington in "Drink to Me Only," as Patrick Molloy in "God and Kate Murphy" and in varied roles in "A Thurber Carnival." His motion picture credits include "Breakfast at Tiffany's," "Bachelor in Paradise," "Love in a Goldfish Bowl," "The Gazebo," "I Married a Woman," "Once Upon a Horse" and "The Man in the Raincoat."

"Du Pont Show of the Week" is sponsored by the Du Pont Company through Batten, Barton, Durstine & Osborn Inc.

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NBC-New York, 9/5/62

NBC COLOR TELEVISION NEWS

September 5, 1962

PREMIERE

"GENTLEMEN PREFER BLONDES," STARRING MARILYN MONROE, JANE RUSSELL AND CHARLES COBURN, WILL OPEN NBC-TV'S SECOND SEASON OF "SATURDAY NIGHT AT THE MOVIES"

Marilyn Monroe, Jane Russell and Charles Coburn are starred in the musical comedy color film, "Gentlemen Prefer Blondes," that will launch the second season of NBC-TV's "Saturday Night at the Movies" Sept. 22 (9-11 p.m. NYT).

Miss Monroe made her movie singing debut in this 1953 20th Century-Fox release with her rendition of "Diamonds Are a Girl's Best Friend" and two other Jule Styne-Leo Robin tunes, "Bye Bye, Baby" and "Little Girl from Little Rock."

Marilyn's role is that of a naive blonde gold-digger, Lorelei Lee, and Jane Russell is her wise-cracking showgirl friend, Dorothy, on a Europe-bound luxury liner. Coburn is seen as the elderly but romantically inclined potentate of a diamond mine empire.

The action in this Howard Hawks-directed movie ranges from hilarious scenes at sea to a Paris nightclub to a French courtroom. Tommy Noonan is featured as Lorelei's jealous boyfriend and Elliott Reid is a private detective who tracks the two lovelies on their jaunt.

"Gentlemen Prefer Blondes" was the second highest box office draw of 1953, grossing $5.1 million. The film version of the 1926 Anita Loos story received widespread critical praise.

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NBC COLOR TELEVISION NEWS

September 5, 1962

PAUL LYNDE WILL BE GUEST ON AT LEAST TWO
ANDY WILLIAMS COLOR BROADCASTS ON NBC-TV

Comedy star Paul Lynde has signed for at least two guest appearances on "The Andy Williams Show" full-hour Thursday musical-variety series to be presented weekly in color on NBC-TV this Fall, Harold Kemp, Vice President, Nighttime Programs, Television Network, West Coast, announced.

Lynde, who gained national prominence last season as a regular on "Perry Como's Kraft Music Hall" on NBC-TV, has been set for Oct. 4 and Nov. 1, the second and sixth shows of the season.

"The Andy Williams Show," produced by Bob Finkel, will premiere Sept. 27 (10-11 p.m. NYT). Lawrence Welk, the Lennon Sisters, Sammy Davis Jr. and Rita Moreno were previously signed for guest shots on the program, which will feature Andy as star and host.

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NBC-TV NETWORK PROGRAM

CHANCELLOR'S CHANCE TO ANSWER 'TODAY' FAN MAIL

One of the last things John Chancellor will do during his final day as host of NBC-TV's "Today" show on Friday, Sept. 7 (7 to 9 a.m. EDT) will be to answer the many letters he has received from viewers.

Since it was announced last May that Hugh Downs would become the new "Today" host on Sept. 10, Chancellor has received hundreds of letters from viewers concerning his departure. They wanted to know why he made the decision and what he would be doing in the future.

"As much as I would like to answer each letter myself," explains Chancellor, "there are far too many for me to handle. Therefore, I will try to answer them all at once on the program Friday."

Chancellor, who was chief of NBC News' Moscow Bureau before he joined "Today" on July 17, 1961, will give up the "entertainer's life for the life of a correspondent" when he leaves "Today." He is already deeply involved in one of his first assignments -- serving as anchorman for a series of NBC News special pre-election programs which began on NBC-TV Sept. 2. He also will be reporting on campaign developments in the Far West and will be visiting many states in the area before Election Day.

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NBC-New York, 9/5/62

NBC COLOR TELEVISION NEWS

September 5, 1962

THE CARTWRIGHTS ARE RIGHT IN THE GROOVE

You can see them weekly. Now you can hear them daily.

The four Cartwrights of NBC-TV's "Bonanza" color series -- Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon -- have made their first recording.

Appropriately titled "Bonanza," the new long-play album is an RCA Victor release.

Fiddlin', banjo-pickin' and guitar-strummin' are the order of the day as the Cartwright family stages "Ponderosa Party Time" in which they sing -- individually and as a group -- many musical favorites of the era.

Such favorites as "Careless Love," "Early One Morning," "Skip to My Lou" and "Miss Cindy" are among the tunes recorded under the direction of musical director Billy Liebert. Frank and Barbara Cleaver penned the dialogue for the album, produced by Darol Rice.

"Bonanza," steadily among television's highest rated shows and viewed in 18 foreign countries, recently won the TV Guide Award as "Favorite Series." The program begins its fourth NBC-TV color broadcast season Sunday, Sept. 23 (9-10 p.m. NYT).

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NBC COLOR TELEVISION NEWS

September 5, 1962

PREMIERE

'THE DAY THE EMPIRE STOOD STILL,' MODERN DRAMA OF HUGE RANCH HIT BY STRIKE, IS OPENING STORY OF 'EMPIRE' COLOR HOUR

A walkout by ranchhands -- who refuse to work with a man cleared of a murder charge -- threatens to ruin the 500,000-acre Garret Ranch in "The Day the Empire Stood Still," premiere "Empire," episode of NBC-TV full-hour color series, Tuesday, Sept. 25 (8:30-9:30 p.m. NYT). The modern Western series stars Richard Egan, Terry Moore, Anne Seymour and Ryan O'Neal.

Moreno (guest star Charles Bronson) is accused of killing the daughter of another ranchhand, Tom Rawlings (Denver Pyle). Jim Redigo (Egan), foreman of the vast Garret holdings, believes Moreno innocent and hires a lawyer, who successfully defends the accused. Redigo keeps Moreno on the ranch but the other ranchhands, led by Rawlings, harass the man and agitate for his dismissal. When this fails, they walk off the job, jeopardizing the Garret holdings. Miss Seymour portrays Lucia Garret, owner and matriarch of the ranch, Miss Moore, her daughter, Connie, and O'Neal plays Connie's brother, Tal.

The guest cast includes Oliver McGowan as Harvey Welk, Vic Perrin as Matt Webster and Paul Tripp as Thayer Wilson.

Arthur Hiller directed the teleplay by Frank Nugent. William Sackheim is executive producer of the series, sponsored by Chrysler Corporation, American Tobacco and General Mills Inc.

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NBC COLOR TELEVISION NEWS

September 5, 1962

'EMPIRE,' NEW FULL-HOUR NBC-TV COLOR SERIES, TELLS STORIES OF VAST RANCH IN MODERN WEST

Richard Egan, Terry Moore, Anne Seymour and Ryan O'Neal star in "Empire," television's first color dramatic series set in the real West of today. It is an NBC-TV 1962-63 series (Tuesday nights, 8:30-9:30 p.m. NYT). Premiere date is Sept. 25.

The full-hour film series is being filmed on location in and around Santa Fe, New Mexico. The series revolves around the operation of the 500,000-acre Garret Ranch, a multi-million-dollar-a-year corporation, the people who run it, and those on the Garret payroll.

The Garret Ranch is modeled after some of the present day operations in vastness, wealth and influence," says producer Frank Pierson. "'Empire' is the story of the Garret family -- with holdings in cattle, lumber, oil, mines and produce, making the family one of the most powerful in the Southwest. It's the story of the family's personal challenges and the problems which must be overcome to keep the empire strong."

Egan plays Jim Redigo, general manager of the vast enterprise. Miss Moore portrays Constance Garret. Miss Seymour has the role of Lucia Garret, a widow and matriarch of the family. Ryan O'Neal portrays Tal Garret.

The Garret Ranch is involved in many gigantic enterprises. More than 1,000 people live on the ranch; half of them are on the

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Garret payroll. As general manager of the ranch, Redigo is just as much at home among Wall Street financiers as among ranch hands. He commands respect because of his integrity and strength and has the full confidence of Lucia Garret.

Lucia Garret, a woman who looks younger than her years, has lived on the ranch 35 years, and she manages her family with ease and assurance.

Constance Garret, in her late twenties, is the product of an Eastern art school and has spent time abroad. Her brother Tal is a cheerful scapegrace, who does things well and easily.

* * *

CREDITS FOR 'EMPIRE' COLOR BROADCASTS ON NBC-TV

Time:	NBC-TV color broadcasts, Tuesdays (8:30 to 9:30 p.m. NYT), starting Sept. 25, 1962.
Format:	Drama of the modern West, dealing with the operation of the 500,000-acre Garret Ranch.
Starring:	Richard Egan, Terry Moore, Anne Seymour, Ryan O'Neal
Produced by	Wilrich Production and Screen Gems in association with the NBC-TV Network.
Executive Producer:	William Sackheim
Producer:	Frank Pierson
Created by	Kathleen Hite
Directors:	Various
Writers:	Various
Filmed	In and around Santa Fe, New Mexico, by Screen Gems.
Sponsors (and Agencies):	Chrysler Corporation (Young and Rubicam); American Tobacco Company (Sullivan, Stauffer, Colwell and Bayles Inc.); General Mills Inc. (Dancer, Fitzgerald, Sample Inc.)
NBC Press Representatives:	Rolf Gompertz (Burbank); Leonard Meyers (New York).

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NBC-New York, 9/5/62

NBC COLOR TELEVISION NEWS

September 5, 1962

'LARAMIE,' FULL-HOUR COLOR SERIES OF DRAMAS IN WEST AFTER CIVIL WAR, STARTS FOURTH SEASON ON NBC-TV SEPT. 25

"Laramie," NBC-TV full-hour color series, will continue its highly popular format for its fourth season with one exception -- more episodes will be filmed on location to bring fresh, dramatic backgrounds to the series.

The show, co-starring John Smith, Robert Fuller, Spring Byington and Dennis Holmes, will remain in the same time spot it has occupied for the past three years, Tuesdays (7:30-8:30 p.m. EDT, resuming Sept. 25).

"Laramie" is set in a wild corner of Wyoming in the years after the Civil War. In this environment, where every day offers a new challenge, it focuses on four central characters who have a slim toehold in the rugged Wyoming hills and intend to solidify their position. They are rancher Slim Sherman (John Smith), his reformed gunman friend, Jess Harper (Robert Fuller), Daisy Cooper (Spring Byington), an Eastern widow whom Slim and Jess hired to act as housekeeper and mother to Mike Williams (Dennis Holmes), a young orphan whom they adopted. All live at the Sherman Ranch, a small spread which has as its principal asset a contract to operate as a swing station for the Great Central Overland Mail.

(more)

"Laramie," episodes revolve around Slim, Jess, Daisy, Mike and top name guest stars. The four central characters will appear in all episodes but alternate from week to week in major and minor roles. Stuart Randall as Laramie Sheriff Mort Corey and a good friend of the Sherman Ranch occupants will appear periodically in the series as he has for the past two seasons.

Slim and Jess often leave the ranch and ride far afield to prevent or stop trouble that threatens the safety and well-being of Daisy, Mike and other hard-working settlers of the Wyoming Territory.

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NBC-New York, 9/5/62

JACK TRACY
ROOM 520

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NBC COLOR TELEVISION NEWS

September 6, 1962

TOP STARS IN 30 MAJOR HOLLYWOOD FILMS THAT WILL HAVE
TV PREMIERES IN NBC'S "SATURDAY NIGHT AT THE MOVIES"
- - -
1962-63 Series Starts Sept. 22; 60% of Season is in Color

Top movie stars -- some seldom seen on television -- appear in the 30 major Hollywood films that will have their TV premieres on NBC-TV's "Saturday Night at the Movies" in the 1962-63 season starting Sept. 22 (9-11 p.m. NYT).

Sixty per cent of the films, all originally issued in the 1950s, will be broadcast in color.

Included in the big-name star roster are the late Marilyn Monroe, plus Marlon Brando, Susan Hayward, Richard Burton, Bette Davis, Charlton Heston, Jane Russell, Gregory Peck, Lauren Bacall, Peter Lawford, Shelley Winters, Robert Mitchum, Anne Bancroft and Alec Guinness.

Another package of prestige movies has been purchased from 20th Century-Fox for the series. Each will be broadcast full-length and uncut, thus many movies will run beyond the regular two-hour time period.

NBC pioneered a new programming concept with "Saturday Night at the Movies" in the 1961-62 season -- broadcasting first-TV-run movies with noted stars in prime viewing time -- and the series emerged as one of the most successful programs of the year.

Mort Werner, Vice President, Programs, NBC Television Network, has announced the selection of the following movies for the new season:

(more)

Sept. 22 -- "Gentlemen Prefer Blondes," with Marilyn Monroe, Jane Russell and Charles Coburn. (Color)

Sept. 29 -- "Broken Lance," with Spencer Tracy, Robert Wagner, Jean Peters and Richard Widmark. (Color)

Oct. 6 -- "The Egyptian," with Jean Simmons, Victor Mature, Gene Tierney and Michael Wilding. (Color)

Oct. 13 -- "Three Coins in the Fountain," with Clifton Webb, Dorothy McGuire, Louis Jourdan and Jean Peters. (Color).

Oct. 20 -- "River of No Return," with Marilyn Monroe and Robert Mitchum. (Color)

Oct. 27 -- "Mister Scoutmaster," with Clifton Webb.

Nov. 3 -- "Beneath the 12-Mile Reef," with Robert Wagner, Terry Moore, Gilbert Roland and Richard Boone. (Color)

Nov. 10 -- "The Desert Rats," with Richard Burton and James Mason.

Nov. 17 -- "White Witch Doctor," with Susan Hayward, Robert Mitchum and Walter Slezak. (Color)

Nov. 24 -- "Sailor of the King," with Michael Rennie, Jeffrey Hunter and Wendy Hiller.

Dec. 1 -- "Night People," with Gregory Peck and Broderick Crawford. (Color)

Dec. 8 -- "No Down Payment," with Jo Anne Woodward, Shari North, Tony Randall and Jeffrey Hunter.

Dec. 15 -- "Desiree," with Marlon Brando, Jean Simmons and Merle Oberon. (Color)

Dec. 22 -- "Red Skies of Montana," with Richard Widmark and Jeffrey Hunter. (Color)

(more)

Dec. 29 -- "Desperate Siege" (formerly "Rawhide"), with Tyrone Power and Susan Hayward.

Jan. 5 -- "Hell and High Water," with Richard Widmark, Cameron Mitchell and David Wayne. (Color)

Jan. 12 -- "Prince Valiant," with James Mason, Janet Leigh, Robert Wagner and Debra Paget. (Color)

Jan. 19 -- "Decision Before Dawn," with Gary Merrill and Richard Basehart.

Jan. 26 -- "Niagara," with Marilyn Monroe, Joseph Cotten and Jean Peters. (Color)

Feb. 2 -- "The President's Lady," with Charlton Heston and Susan Hayward.

Feb. 9 -- "The Sun Also Rises," with Tyrone Power, Ava Gardner, Mel Ferrer and Errol Flynn. (Color)

Feb. 16 -- "Deadline, USA," with Humphrey Bogart, Ethel Barrymore and Kim Hunter.

Feb. 23 -- "Kangaroo," with Peter Lawford, Maureen O'Hara and Richard Boone. (Color)

March 2 -- "My Cousin Rachel," with Olivia de Havilland and Richard Burton.

March 9 -- "King of the Khyber Rifles," with Tyrone Power, Terry Moore and Michael Rennie. (Color)

March 16 -- "Mudlark," with Alec Guinness and Irene Dunne.

March 23 -- "Fraulein," with Mel Ferrer and Dana Wynter. (Color)

March 30 -- "A Woman's World," with Clifton Webb, June Allyson, Fred MacMurray, Van Heflin and Lauren Bacall. (Color)

April 6 -- "Night and the City," with Richard Widmark and Gene Tierney.

April 13 -- "I'd Climb the Highest Mountain," with Susan Hayward and Rory Calhoun. (Color)

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NBC COLOR TELEVISION NEWS

SEASON'S PREMIERE

HUNT BANK ROBBER WHO SHOT TWO PARTNERS IN FIRST EPISODE OF NEW SEASON FOR 'LARAMIE'

Jess Harper hunts three unidentified outlaws who accidentally wound young Mike Williams while robbing the Laramie bank, in the episode, "Among the Missing," as "Laramie" starts its second season in color and fourth on NBC-TV Tuesday, Sept. 25 (7:30-8:30 p.m. EDT).

Jess leaves Slim and Daisy to care for Mike and sets out with Sheriff Mort Corey to seek the bandits. They find two of them shot and abandoned by the third. One lives long enough to give Jess a clue about their partner.

John Smith stars as Slim Sherman, Bob Fuller as Jess Harper, Spring Byington as Daisy Cooper and Dennis Holmes as Mike Williams.

The sheriff returns to Laramie but Jess heads for the town of Chloride to track down the remaining outlaw. Shortly after arriving, he is beaten unconscious and tied to his horse, which is sent galloping out of town. Jamie Davis rescues Jess, and nurses him back to health. Then he gives Jess additional information about the outlaw, leading to a showdown.

Claude Akins is cast as Sheriff Tyler Shaw, Dolores Michaels as Nona and Jan Merlin as Milo Gordon.

The episode was written by Rod Peterson and directed by Joe Kane. "Laramie" is produced by John Champion. Dan Ullman is associate producer. The series is filmed at Revue Studios in Hollywood.

-----o------ NBC-New York, 9/6/62

NBC NEWS PROTESTS FORCIBLE CONFISCATION OF FILM
OF SANTA BARBARA AUTO RACE ACCIDENT

NBC News cameraman Jerry Sims was "roughed up" and his film confiscated while covering an accident at an auto race in Santa Barbara, Calif., Sept. 2.

The accident took the life of one driver, Russell Martin. Sims was filming the accident when Tom Lamona, an official of the Santa Barbara Road Races, ordered Sims to stop.

Lamona and Sam Diaz, an off-duty policeman employed by the track, asked Sims for the film he had exposed. Sims refused.

The two men took the camera by force. Diaz removed the film, destroyed it, and then returned the camera. NBC News has protested to the track.

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NBC-New York, 9/6/62

DEAN JONES (OF "ENSIGN O'TOOLE") IS ON DISK AS WELL AS ON DECK

Dean Jones, title star of "Ensign O'Toole," NBC-TV's comedy series which will premiere Sunday, Sept. 23 (7-7:30 p.m. NYT), has made a new vocal recording which will be released this week.

The record, on the Liberty label, was produced by Hershel Burke Gilbert for Four Star Television. The two songs on the disk are "The Proud Don't Cry," a ballad with a rock 'n' roll beat, and "What'll I do with My New Tattoo of You," a novelty number.

Jones will leave Hollywood Sept. 13 for a 10-day tour of Eastern cities to promote "Ensign O'Toole" and the record.

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NBC-New York, 9/6/62

September 6, 1962

"DR. KILDARE" STARTS SECOND YEAR AS NBC-TV
THURSDAY NIGHT FULL-HOUR SERIES SEPT. 27

"Dr. Kildare" takes on something of a new look as it goes into its second year on NBC-TV as a weekly dramatic series about the making of a great doctor.

The series resumes Thursday, Sept. 27 (8:30-9:30 p.m. NYT) with Richard Chamberlain returning to star in the title role and Raymond Massey to co-star as Dr. Gillespie. "Gravida One" is title of the opening episode.

This season, as last, the series concerns the working relationship between an interne (Kildare) and an illustrious doctor (Gillespie), his superior at the big-city hospital named Blair General.

Blair General is the modern, metropolitan setting where life and death hang in the balance, where young internes work hard, study hard and play hard when they can afford it. The setting makes for drama and suspense, for humor and romance.

This will be the dramatic framework this coming season as it was last season -- but with one difference. "Dr. Kildare," the interne, is one season more experienced. As a result, he is more respected by others, most importantly, by Dr. Gillespie.

Thus Dr. Kildare can be expected to be more authoritative to speak with more conviction, to become bolder in his approach to medical problems confronting him. The new relationship between the series' two principals is expected to provide the new look.

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CREDITS FOR 'DR. KILDARE' ON NBC-TV

Time:	NBC-TV Network Thursdays (8:30-9:30 p.m. NYT). 1962-63 season starts Sept. 27 1962.
Original starting date:	Sept. 28, 1961.
Stars:	Richard Chamberlain as Dr. Kildare and Raymond Massey as Dr. Gillespie.
Executive producer:	Norman Felton
Producer:	David Victor
Format:	A full hour dramatic series based on events in Blair General Hospital. It is principally concerned with interne Dr. James Kildare and his superior, Dr. Leonard Gillespie. Guest stars appear each week in stories about the patients of the hospital and other residents of the city who require the services of the hospital or the doctors.
Writers:	Various
Directors:	Various
"Dr. Kildare" theme music by	Jerrald Goldsmith
Associate producer:	Calvin Clements
Casting:	Buster Vogel
Art direction:	Charles K. Hagedon
Assistant to producer:	Robert O'Neill
Set decoration:	Steve Potter
Cameraman:	Harkness Smith
Sponsors (and agencies):	Alberto Culver Co. through Compton Advertising Inc.; Colgate-Palmolive Co. through Lennen & Newell; Singer Sewing Machine Co. through Young and Rubicam Inc.; Warner Lambert Pharmaceutical Co. through J. Walter Thompson Co.; Liggett and Myers Tobacco Co. Inc. through J. Walter Thompson Co.; Sterling Drug Inc. through Dancer-Fitzgerald-Sample.
Produced by:	Arena Productions in association with MGM Television, Culver City, Calif.
NBC Press Representatives:	Norman Frisch (Burbank) and Leonard Meyers (New York).

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NBC-New York, 9/6/62

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLOR BROADCAST SCHEDULE

FOR OCTOBER

(Oct. 1-27, EDT; Oct. 28-31, EST)

NOTE: NBC-TV will broadcast the 1962 World Series baseball games in color. Exact dates and starting times will be announced. The series is expected to start Wednesday, Oct. 3.

MONDAY THROUGH SUNDAY, OCT. 1-7 IS NBC COLOR WEEK

Monday, Oct. 1

6:30-7 a.m. -- "Continental Classroom" - American Government.

10-10:30 a.m. -- "Say When"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

12:30-12:55 p.m. -- "Truth or Consequences"

2-2:55 p.m. -- "The Merv Griffin Show" (Premiere)

3:30-4 p.m. -- "Young Doctor Malone"

4:30-4:55 p.m. -- "Here's Hollywood"

7:30-8:30 p.m. -- "It's a Man's World"

8:30-9:30 p.m. -- "Saints and Sinners"

9:30-10 p.m. -- "The Price Is Right"

10-11 p.m. -- "David Brinkley's Journal" (Tonight's premiere is one-hour in length. Subsequent programs will be a half-hour in length)

11:15 p.m.-1 a.m. -- "Tonight Show Starring Johnny Carson" (Premiere)

(more)

2 - October Color Schedule

Tuesday, Oct. 2

6:30-7 a.m. -- "Continental Classroom" - American Government

10-10:30 a.m. -- "Say When"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

12:30-12:55 p.m. -- "Truth or Consequences"

2-2:55 p.m. -- "The Merv Griffin Show"

3:30-4 p.m. -- "Young Doctor Malone"

4:30-4:55 p.m. -- "Here's Hollywood"

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

11:15 p.m.-1 a.m. -- "Tonight Show Starring Johnny Carson"

Wednesday, Oct. 3

6:30-7 a.m. -- "Continental Classroom" - American Government

10-10:30 a.m. -- "Say When"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

12:30-12:55 p.m. -- "Truth or Consequences"

2-2:55 p.m. -- "The Merv Griffin Show"

Note: If a World Series game is played today, NBC-TV will broadcast the game and a 15-minute pre-game show in color.

7:30-9 p.m. -- "The Virginian"

9-10 p.m. -- "Perry Como's Kraft Music Hall" (Season premiere)

11:15 p.m.-1 a.m. -- "Tonight Show, Starring Johnny Carson"

(more)

3 - October Color Schedule

Thursday, Oct. 4

6:30-7 a.m. -- "Continental Classroom" - American Government

10-10:30 a.m. -- "Say When"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

12:30-12:55 p.m. -- "Truth or Consequences"

2-2:55 p.m. -- "The Merv Griffin Show"

NOTE: If a World Series game is played today, NBC-TV will broadcast the game and a 15-minute pre-game show in color.

7:30-8:30 p.m. -- "Wide Country"

8:30-9:30 p.m. -- "Dr. Kildare"

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "The Andy Williams Show"

11:15 p.m.-1 a.m. -- "Tonight Show, Starring Johnny Carson"

Friday, Oct. 5

6:30-7 a.m. -- "Continental Classroom" - American Government

10-10:30 a.m. -- "Say When"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

12:30-12:55 p.m. -- "Truth or Consequences"

2-2:55 p.m. -- "The Merv Griffin Show"

3:30-4 p.m. -- "Young Doctor Malone"

4:30-4:55 p.m.--"Here's Hollywood"

7:30-8:30 p.m. -- "International Showtime"

8:30-9:30 p.m. -- "Sing Along with Mitch"

10-11 p.m. -- "The Jack Paar Show"

11:15 p.m.-1 a.m. -- "Tonight Show, Starring Johnny Carson"

(more)

Saturday, Oct. 6

9:30-10 a.m. -- "Ruff and Reddy"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

NOTE: If a World Series game is played today, NBC-TV will broadcast the game and a 15-minute pre-game show in color.

7:30-8:30 p.m. -- "Sam Benedict"

8:30-9 p.m. -- "The New Joey Bishop Show"

9-11 p.m. -- "Saturday Night at the Movies" - "The Egyptian"

Sunday, Oct. 7

NOTE: If a World Series Game is played today, NBC-TV will broadcast the game and a 15-minute pre-game show in color.

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Du Pont Show of the Week"

Monday through Friday, Oct. 8-12

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:55 p.m. -- "The Merv Griffin Show" (may be pre-empted Oct. 8 by World Series coverage)

11:15 p.m.-1 a.m. -- "Tonight Show, Starring Johnny Carson"

NOTE: If a World Series game is played today, NBC-TV will broadcast it in color.

9:30-10 p.m. -- "The Price Is Right"

10-10:30 p.m. -- "David Brinkley's Journal"

(more)

5 - October Color Schedule

Tuesday, Oct. 9

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, Oct. 10

NOTE: If a World Series game is played today, NBC-TV will broadcast it in color.

7:30-9 p.m. -- "The Virginian"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Oct. 11

NOTE: If a World Series game is played today, NBC-TV will broadcast it in color.

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "The Andy Williams Show"

Friday, Oct. 12

8:30-9:30 p.m. -- "Sing Along with Mitch"

10-11 p.m. -- "The Jack Paar Show"

Saturday, Oct. 13

9:30-10 a.m. -- "Ruff and Reddy"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

12:30-1:30 p.m. -- "Exploring" (Premiere)

8:30-9 p.m. -- "The New Joey Bishop Show"

9-11 p.m. -- "Saturday Night at the Movies" - "Three Coins in the Fountain"

Sunday, Oct. 14

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "The Dinah Shore Show" (Season premiere)

(more)

Monday through Friday, Oct. 15-19

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:55 p.m. -- "The Merv Griffin Show"

11:15 p.m.-1 a.m. -- "Tonight Show Starring Johnny Carson"

Monday, Oct. 15

9:30-10 p.m. -- "The Price Is Right"

10-10:30 p.m. -- "David Brinkley's Journal"

Tuesday, Oct. 16

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, Oct. 17

7:30-9 p.m. -- "The Virginian"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Oct. 18

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "The Andy Williams Show"

Friday, Oct. 19

8:30-9:30 p.m. -- "Sing Along with Mitch"

10-11 p.m. -- "The Jack Paar Show"

Saturday, Oct. 20

9:30-10 a.m. -- "Ruff and Reddy"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

12:30-1:30 p.m. -- "Exploring"

8:30-9 p.m. -- "The New Joey Bishop Show"

9-11 p.m. -- "Saturday Night at the Movies" -- "The River of No Return."

(more)

7 - October Color Schedule

Sunday, Oct. 21

6-7 p.m. -- "Automobile Manufacturers' 44th National Automobile Show"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Du Pont Show of the Week"

Monday through Friday, Oct. 22-26

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:55 p.m. -- "The Merv Griffin Show"

11:15 p.m.-1 a.m. -- "Tonight Show, Starring Johnny Carson"

Monday, Oct. 22

9:30-10 p.m. -- "The Price Is Right"

10-11 p.m. -- "Bell Telephone Hour"

Tuesday, Oct. 23

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, Oct. 24

7:30-9 p.m. -- "The Virginian"

Thursday, Oct. 25

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "The Andy Williams Show"

Friday, Oct. 26

8:30-10 p.m. -- "Hallmark Hall of Fame" - "Teahouse of the August Moon" (Season Premiere)

10-11 p.m. -- "The Jack Paar Show"

(more)

8 - October Color Schedule

Saturday, Oct. 27

9:30-10 a.m. -- "Ruff and Reddy"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

12:30-1:30 p.m. -- "Exploring"

8:30-9 p.m. -- "The New Joey Bishop Show"

Sunday, Oct. 28

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "The River Nile"

Monday through Wednesday, Oct. 29-31

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:55 p.m. -- "The Merv Griffin Show"

11:15 p.m.-1 a.m. -- "Tonight Show, Starring Johnny Carson"

Monday, Oct. 29

9:30-10 p.m. -- "The Price Is Right"

10-10:30 p.m. -- "David Brinkley's Journal"

Tuesday, Oct. 30

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, Oct. 31

7:30-9 p.m. -- "The Virginian"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

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NBC-New York, 9/6/62

JACK TRACY
ROOM 320

NBC TELEVISION NETWORK NEWS

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UNPRECEDENTED SCHEDULE OF 50 MAJOR NEWS AND INFORMATIONAL SPECIALS
WILL BE PRESENTED ON THE NBC-TV NETWORK DURING 1962-63 SEASON

- - -

Total Represents 25 Per Cent Increase Over the Previous Year

FOR RELEASE MONDAY A.M., SEPT. 10

An unprecedented schedule of 50 major news and information specials, with subjects ranging from the Arizona desert to the waters of the Nile and from the heritage of Shakespeare to a full-scale review of Communism, will be presented on the NBC-TV Network during the 1962-63 season, it was announced today.

William R. McAndrew, Executive Vice President, NBC News, who made the announcement, said that the 50 specials will represent a 25 per cent increase over the 40 such programs scheduled in the 1961-62 season, thus marking another step forward in the continuing expansion of the network's news and information coverage.

Mr. McAndrew said that these specially created programs -- most of which will be broadcast in evening hours -- would encompass the greatest diversity of subjects ever covered in special television news programming. He said they would deal, not only with events, issues and personalities in the news here and abroad, but with such areas as science and medicine, space and military technology, literature, history, art and religion.

Julian Goodman, Vice President, NBC News, who is supervising production of the specials, pointed out that NBC News is now the

(more)

largest single supplier of programs for the NBC-TV Network and produces news and information programming that accounts for approximately one-fourth of the entire NBC-TV schedule.

The 50 specials will deal with such varied topics as child adoption, social change in Great Britain, the gathering power of the Common Market, the Arizona desert as seen through the eyes of a naturalist and philospher, a train trip through and beyond the Iron Curtain and the use and misuse of our limited water resources.

There will be a study of the growing social concern of American religion and a look at the life of a young intern in a New York hospital. Other specials will include four major programs on Communism, new presentations in the continuing "JFK Reports" series on the Kennedy Administration and new programs in "The Loyal Opposition" series on the Republican Party.

One of the first specials to be scheduled is the "America's Cup Race" (Monday, Sept. 17, 10-11 p.m. EDT), dealing with the many-faceted story of international 12-meter racing and narrated by Bill Cullen, Cleveland Amory and Everett B. Morris. An NBC News team headed by producer Robert Bendick has been filming off the Eastern Seaboard and off Australia for the past five months.

Another NBC News special is "Fire Rescue," a dramatic film record of a trouble-shooting unit of the New York Fire Department, to be broadcast in the "Du Pont Show of the Week" series (Sunday, Sept. 30, 10-11 p.m. EDT). The program is a presentation of Creative Projects, headed by executive producer Irving Gitlin.

Two others, being produced by Lou Hazam, are "The River Nile," a biography of the 4,000-mile watercourse, narrated by James Mason (Sunday, Oct. 28, 10-11 p.m. EST), and a program anticipating the 400th anniversary of William Shakespeare's birth, and showing through film the places he knew and brought to life in his plays.

(more)

The 50 specials will be in addition to such series as "This is NBC News," "Update," "Exploring," "Meet the Press," "David Brinkley's Journal," "Chet Huntley Reporting," "The Huntley-Brinkley Report," "Saturday Night Report," and four regularly scheduled news summaries each weekday. The "NBC Special News Reports," or "instant specials," presented under the sponsorship of the Gulf Oil Corporation, will again provide coverage of fast breaking news around the world.

Major one-time specials presented during the 1961-62 season have included programs on the lives of Ernest Hemingway and Vincent Van Gogh, television eassys on Vienna, Japan and Spain, a study of the American farm, a trip along U. S. Route 1, and coverage of the Peace Corps, the Kennedy Administration, the Republican opposition, U. S. military bases overseas and the Project Hope hospital ships.

There were 26 "instant specials" during the past season. They have included coverage of the death of Dag Hammarskjold, the death of Sam Rayburn, President Kennedy's mission to Latin America, and a number of space events, among them the launching of a Saturn rocket, the orbiting of a champanzee, the flight of astronaut John H. Glenn Jr. and the reception for him in Cape Canaveral, Washington, New York and New Concord, Ohio.

Other special NBC News presentations have included coverage of Presidential news conferences, the New York City and New Jersey elections, the opening of Congress, the State of the Union Address, hearings of the Federal Communications Commission, a report by Secretary Dean Rusk on the results of the Punta del Este conference and a number of other events.

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NBC-New York, 9/7/62

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

GIRAUD CHESTER IS ELECTED VICE PRESIDENT, PROGRAM ADMINISTRATION, NBC-TV NETWORK

FOR RELEASE MONDAY A.M., SEPT. 10

Giraud Chester has been elected Vice President, Program Administration, NBC Television Network, it was announced today by Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company.

Mr. Chester is second in command to Mort Werner, Vice President, Programs, for the network. Before his return to NBC last month, Mr. Chester was Vice President in charge of Daytime Programming and a member of the Plans Board at ABC-TV.

Mr. Chester first joined NBC in 1953 as a Ford Foundation scholar to study the development of television, and he remained with the television network through 1957 as a general programming executive. After a brief period with the Ted Bates agency, he joined ABC to establish that network's daytime program schedule.

Before entering the television industry, Mr. Chester taught at various colleges and universities, including Cornell, the Universities of Michigan and Wisconsin and Queens College. He is the co-author of "Radio and Television," a widely used college textbook on broadcasting.

Mr. Chester is 40. He is married to the former Marjorie Jean Fatt. They live in New York City.

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September 7, 1962

'TODAY' TO BROADCAST 13 SPECIAL PRE-ELECTION REPORTS

- - -

Senators Goldwater and Hartke to Open Series on Issues and Personalities in Key Campaigns Across U.S.

The issues and personalities involved in key Senatorial, House and gubernatorial races across the country, including interviews with the candidates in nine Senatorial and gubernatorial contests of particular national interest, will be covered by NBC-TV's "Today" show in a series of 13 special pre-election reports starting Sept. 12.

Martin Agronsky, NBC News' Washington correspondent, will be "Today's" reporter for these special program segments, which will be presented during the 7:30-8 a.m. EDT segment of the Monday-through-Friday 7-9 a.m. EDT series.

Senators Barry M. Goldwater of Arizona and Vance Hartke of Indiana, the chairmen, respectively, of the Senate's Republican and Democratic Campaign Committees, will open the series on "Today" Wednesday, Sept. 12 in NBC-TV's Washington studio. They will explain the major issues in the 1962 Senatorial races.

The key House campaigns will be discussed Friday, Sept. 21 on "Today" by Representatives Michael J. Kirwan of Ohio and Bob Wilson of California, chairmen, respectively, of the House Democratic and Republican Campaign Committees. All 435 House seats are up for election this year.

Other political leaders will discuss the gubernatorial campaigns and the overall 1962 election picture Friday, Oct. 5, and Monday, Nov. 5.

(more)

The personalities involved in four Senatorial and five gubernatorial contests of special interest will be guests on "Today" starting Monday, Oct. 15. The two candidates in each race will be interviewed separately by Agronsky on the important issues in the campaign. These appearances will continue each Monday, Wednesday and Friday morning during the three-week period ending Nov. 2. The contests and candidates involved, and the dates of their appearances, will be announced shortly.

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NBC-New York, 9/7/62

September 7, 1962

PREMIERE

CADET McKEEVER TRIES TO BE EXPELLED FROM ACADEMY, BUT HEADMASTER HAS REASONS TO KEEP HIM ENROLLED IN "McKEEVER AND THE COLONEL"

Cadet Gary McKeever goes on a deliberate demerit spree in hopes of being ousted from Westfield Military Academy, and panics the headmaster, Colonel Harvey Blackwell, in "General McKeever," the premiere episode of "McKeever and the Colonel," new family comedy series on NBC-TV Sunday, Sept. 23 (6:30-7 p.m. NYT). The series stars Scott Lane and Allyn Joslyn in the respective title roles of McKeever and Colonel Blackwell.

Blackwell's frenzy is triggered by a set of test scores from Washington which indicates McKeever is the smartest boy in the academy. Fearing possible expulsion of an outstanding student would mar his record as headmaster, the Colonel resorts to kindness and understanding to halt McKeever's demerit frolics and to keep him in school.

But McKeever takes advantage of the Colonel's fatherly approach to turn Westfield into his own personal country club. When Blackwell finally learns the reason for McKeever's antics, he resorts to old-fashioned discipline.

Regular series co-stars in the cast include Jackie Coogan as Sergeant Barnes and Elisabeth Fraser as Miss Warner. Featured regulars include Keith Taylor as Tubby and John Eimen as Monk, two of McKeever's fellow cadets. The cast for this episode also includes Peter Hansen as Major McKeever, Jim Houghton as Lieutenant Postelwaite and Shirley Mitchell as Mrs. Davenport.

(more)

McKeever and the Colonel" was created by Ray Allen Saffian and Harvey Bullock. Tom McKnight is producer and Bill Harmon associate producer. The "General McKeever" episode was written by Max Wilk and directed by Norman Abbott. Other episodes will be assigned to various writers and directors. The series is filmed at Four Star Studios in Hollywood.

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NBC-New York, 9/7/62

September 7, 1962

SEASON'S PREMIERE

DR. KILDARE AND DR. GILLESPIE (RICHARD CHAMBERLAIN AND RAYMOND MASSEY) HAVE PROBLEM WITH BEAUTIFUL PATIENT WHO DREADS HAVING FIRST BABY

Dr. Kildare (Richard Chamberlain) and Dr. Gillespie (Raymond Massey) struggle with a beautiful young woman who dreads having her first baby, in the episode that opens the second year of the "Dr. Kildare" series on NBC-TV Thursday, Sept. 27 (8:30-9:30 p.m. NYT).

Dr. Gillespie also must contend with the ailing founder of Blair General Hospital in the episode titled, "Gravida One."

Guest stars Patricia Barry and Otto Kruger portray the expectant woman and sick philanthropist. Elliot Silverstein directs for producer David Victor from a teleplay by E. Jack Neuman.

Miss Barry's credits extend from the Broadway stage to Hollywood movies, but most of her recognition has come from television. She twice has been nominated for an Emmy for NBC-TV roles -- once for her portrayal in "Dark Victory" on "NBC Matinee Theater," later for her role opposite Alec Guinness in "The Wicked Scheme of Jebal Deeks."

Kruger, a half-century veteran of the theatrical world, has amassed a credit total of 107 motion pictures, 33 stage plays and "35 to 40" television appearances. He won special prominence for his Broadway triumph in the title role of "Counselor at Law."

Ruth McDevitt also stars in the opening episode as Nurse Fromm. Miss McDevitt's credits include the Broadway productions of "Harvey" and "The Solid Gold Cadillac."

(more)

Silverstein is virtually a regular among directors of the "Dr. Kildare" series, having worked on eight of the 33 episodes in the series initial season last year.

Neuman is the author who wrote the pilot episode that launched the series a year ago. He since has been named executive producer of the new NBC-TV "Sam Benedict" series.

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NBC-New York, 9/7/62

NBC COLOR TELEVISION NEWS

September 7, 1962

BIG LIST OF TOP STARS ADDED TO GUEST ROSTER
OF 'ANDY WILLIAMS SHOW' FOR 1962-63 SEASON

Milton Berle, Tammy Grimes, Bob Newhart, Martha Raye, Mickey Rooney and Miyoski Umeki have been added to the roster of guest stars who will appear on "The Andy Williams Show," new full-hour musical-variety series, to be presented weekly in color on NBC-TV during the 1962-63 season, Harold Kemp, Vice President, Nighttime Programs, Television Network, West Coast, has announced.

"The Andy Williams Show," featuring Andy as star and host along with two top guests each week, will premiere Thursday, Sept. 27 (10-11 p.m. NYT). The series will originate in the NBC-TV Color Studios in Burbank, Calif.

September 7, 1962

'MARX MAGIC MIDWAY' NEW NBC-TV SATURDAY MORNING FEATURE

- - -

Series Offers Circus, Variety and Magic Acts With Claude Kirchner as Ringmaster-Host

"Marx Magic Midway," a new Saturday morning series combining circus, variety and magic acts and starring Claude Kirchner as ringmaster-host, will premiere on NBC-TV Sept. 22 (11:30 a.m.-12 Noon EDT).

Louis Marx and Company, Inc., the toy manufacturer, will sponsor the new program through its agency, Ted Bates and Company Inc.

Kirchner is a 25-year veteran of radio and television, and was ringmaster of "Super Circus" on ABC-TV for eight years. Since 1956 he has hosted "Merrytoon Circus" weeknights on WOR-TV in New York.

Three "guest acts" a week will be spotlighted on "Marx Magic Midway" -- animal acts, acrobats, tightrope artists and other thrilling attractions transported from major U. S. circuses to the TV studio. In addition, a champion drum majorette, three veteran clowns and an "avant-garde" combo will be featured regularly on the series.

The majorette is 16-year-old Bonnie Lee Glier of Westbury, Long Island, N. Y. The pert blonde baton twirler will make her TV debut as "bandleader" on "Marx Magic Midway." In May, 1962, she was named "Miss United States Twirling Association."

The show's three regular clowns, all with years in the circus and on TV, are Douglas (Mr. Pocus) Anderson, Paul (Cuckoo) Dooley and 300-pound (Boom Boom) Bailey. They will perform between guest acts, and will spill out into the live audience of youngsters under the "TV Big Top."

(more)

Original circus mucis will be provided by the "CircuSeven," a jazz combo organized by Curtis Biever and Lou Stein who, as a team, are best known for composing hit jingles on Madison Avenue ("Let Your Fingers Do the Walking..."). Pianist Stein will conduct the CircuSeven, which also includes organist Dick Hyman, long-time "Arthur Godfrey Show" regular, Mel Davis and Bernie Greenbaum on trumpet; Sonny Russo, trombone; Romeo Penque, woodwinds and piccolo; and Bunny Shawker, drums.

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NBC-New York, 9/7/62

CREDITS FOR 'MARX MAGIC MIDWAY' ON NBC-TV

Time:	NBC-TV Network Saturdays, 11:30 a.m.-to Noon EDT, starting Sept. 22, 1962.
Star:	Claude Kirchner
Featured:	Bonnie Lee Glier, Douglas Anderson, Bill Bailey, Paul Dooley and the CircuSeven (led by Lou Stein).
Format:	Circus, magic and variety show, featuring three guest acts per week, plus clown, band, baton twirling and audience participation (children) segments.
Producer:	Jack Miller
Director:	Louis Tyrrell
Stage manager:	Dick Briggs
Wardrobe supervisor:	Eleanor Young
Production assistant:	Lucretia Scott
Writer:	Alan Riefe
Special Music by	Biever and Stein Productions, Inc.
Theme song:	"The Magic Midway Theme" by Lou Stein
Unit Manager:	Ed Grower
Packaged by	Miller-Shaw Productions, Inc.
Origination:	Videotape Center, New York City
Sponsor (and Agency):	Louis Marx and Co., Inc. (Ted Bates and Co.)
NBC Press representative:	Alan Patureau, New York

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NBC-New York, 9/7/62

JACK TRACY
ROOM 320

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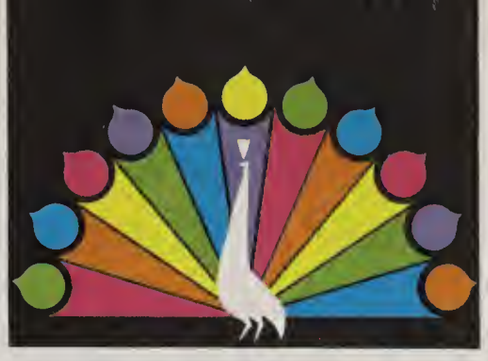

NBC COLOR TELEVISION NEWS

September 10, 1962

PREMIERE

"THE EXECUTIONERS," DRAMA OF A VENGEFUL SON, MARKS START OF "THE VIRGINIAN," NBC-TV'S NEW 90-MINUTE COLOR SERIES WITH NOTABLE CAST

Hugh O'Brian, Colleen Dewhurst and John Larch are guest stars of "The Executioners" -- in which a young man comes to the Wyoming Territory to avenge the hanging of his father -- premiere episode of NBC-TV's new, 90-minute color series, "The Virginian," Wednesday, Sept. 19 (7:30-9 p.m. EDT).

Lee J. Cobb, starring as Judge Henry Garth, makes his debut in a continuing television role. James Drury stars in the title role. Co-stars include Pippa Scott as Molly Wood, Doug McClure as Trampas, Gary Clarke as Steve and Roberta Shore as Betsy Garth.

Paul Taylor (O'Brian), posing as an itinerant cowboy, arrives at the Broken Bow ranch of Judge Garth (Cobb) during a 14th birthday party for Betsy Garth (Miss Shore) on the night after Taylor's father has been executed for murder. Taylor charms the guests at the party, including schoolteacher Celia Ames (Miss Dewhurst), who has a fondness for drink -- and he becomes a devoted friend of Judge Garth's foreman, the Virginian (Drury). Only Sheriff Neil Brandon (Larch) suspects Taylor's motives.

(more)

Taylor seeks out the 12 jurors who brought in the guilty verdict on his father and learns that, although his father was executed for a crime he did not commit, he had nevertheless become a wanton and vicious man.

"The Executioners" was written and directed by the team of Mort Fine and David Friedkin, and produced by Charles Marquis Warren.

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NBC-New York, 9/10/62

September 10, 1962

DANNY KAYE TO HAVE LUCILLE BALL AS GUEST
IN HIS ONLY TV SPECIAL OF THE SEASON,
'THE DANNY KAYE SHOW' ON NBC

Danny Kaye, in his only scheduled television appearance this season, will be host to Lucille Ball on "The Danny Kaye Show," an NBC-TV special program to be broadcast Sunday, Nov. 11, from 9 to 10 p.m. EST, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

The program, which marks the first time the versatile Kaye and the dynamic Miss Ball have appeared together, will be produced by Jess Oppenheimer in association with Sylvia Fine. Oppenheimer originally produced Miss Ball's "I Love Lucy" show. Additional guest stars will be announced later Mr. Werner said.

Sponsored by General Motors Corporation, the program will be seen in the time period usually filled by "Bonanza."

The director will be Gregg Garrison, who has turned out such top-rated TV specials as "Fred Astaire Time" and "Highways of Melody" for NBC.

Other Hollywood specialists working on the show include comedy writer Herbert Baker, choreographer Tony Charmoli, and musical director Walter Scharf. Agency representing General Motors for this program is Campbell Ewald.

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NBC COLOR TELEVISION NEWS

September 10, 1962

SEASON'S PREMIERE

"HAZEL" SERIES NOW IN COLOR

- - -

Secretary Upsets Plan for Hazel to Attend Cousin's Wedding

In Episode Starting Second Year of Comedy Series

Hazel's happiness suddenly vanishes when she learns that she is unwelcome at her cousin's forthcoming wedding as "Hazel," NBC-TV comedy series, returns for its second season -- this year in color -- Thursday, Sept. 20 (9:30-10 p.m. EDT). The episode is titled "Hazel's Cousin."

Shirley Booth, who won an Emmy for her characterization of the irrepressible maid in the Baxter household, stars in the title role. Don DeFore and Whitney Blake co-star as George and Dorothy Baxter, Hazel's employers. Bobby Buntrock is featured as their son, Harold.

In the storyline, Lady Sybil (Rosemary DeCamp) plans to invite cousin Hazel to her wedding to Diplomat John Lucius (John Archer). Her plans are thwarted by her snobbish secretary, June (Jean Engstrom). A feigned illness and a surprise phone call give the situation a new turn. The guest cast includes Harold Gould as Mr. Prior, Maudie Prickett as Rosie, Robert B. Williams as Barney and Addison Myers as a camera operator.

(more)

Harry Ackerman is executive producer of the series and James Fonda is the producer. William D. Russell directs. The writers are Peggy Chantler, William Cowley, Robert Riley Crutcher and Louella MacFarlane.

The series again is sponsored by the Ford Division of the Ford Motor Co., through J. Walter Thompson.

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NBC-New York, 9/10/62

September 10, 1962

PREMIERE

'SAINTS AND SINNERS,' NBC-TV SERIES WITH N.Y. NEWSPAPER BACKGROUND, MAKES ITS DEBUT WITH DRAMA OF A KIDNAPING; SERIES STAR NICK ADAMS IS JOINED BY PROMINENT GUESTS ON FIRST OF THE MONDAY BROADCASTS

"Saints and Sinners," NBC-TV's new series about life on a New York daily newspaper, makes its bow on the network Monday, Sept. 17 (8:30-9:30 p.m. EDT), with a drama about a kidnaping for ransom, entitled "Dear George, the Siamese Cat Is Missing."

Nick Adams stars in the series as roving reporter Nick Alexander. Guest stars in this episode are Brian Donlevy, Lola Albright and Gary Lockwood. Also appearing are series co-stars John Larkin, Richard Erdman and Robert F. Simon, plus periodic special guest star Barbara Rush.

Emily Fielder (Miss Albright) hurries to place a coded classified ad in the New York Bulletin in response to instructions from her husband's kidnaper, only to find that she is too late for the paper's Sunday edition.

She explains her predicament to Alexander (Adams), city editor Mark Grainger (Larkin), and Preller (Donlevy), a former top reporter trying to reclaim himself from Skid Row. Grainger decides the Bulletin will "sit" on the story and keep it from "leaking" while working with the police to rescue the victim.

(more)

Lockwood portrays an eager copyboy, Vinnie, who sees his chance to gain fame by giving the story to an opposing newspaper.

Miss Rush stars as Washington correspondent Lizzie Hogan; Erdman is Klugie, the ace but somewhat "beat" photographer; and Simon is the wise and gentle copy editor, Sol Tabak. The cast also includes Paul Winchell as a promoter, Alan Hewitt as Denzlo and Tom Reese as the kidnaper.

Other continuing characters seen in this episode include Sharon Farrell as Polly Holloran, Hal Smith as picture editor Arnie Melk, and Nicky Blair as Charlie De Angelo.

Adrian Spies, creator of the series (and a former newspaperman himself), wrote the premiere episode and producer Marc Daniels directed it.

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NBC-New York, 9/10/62

September 10, 1962

SEASON'S PREMIERE

ESCORTING PRESIDENT IS AN ASSIGNMENT THAT MAKES MULDOON SWOON, BUT HE AND TOODY MUST FACE TASK ON 'CAR 54, WHERE ARE YOU?'

Officer Muldoon faints at the very mention of the President of the U. S., thus complicating Toody and Muldoon's assignment to drive the President from Idlewild Airport to the United Nations, in the second-season premiere episode of NBC-TV's "Car 54, Where Are You?" Sunday, Sept. 16 (8:30-9 p.m. EDT).

Lanky Fred Gwynne portrays Muldoon in the Nat Hiken-created series and squat Joe E. Ross is his partner, Officer Toody. Other returning regulars include Beatrice Pons as Toody's wife Lucille; Al Lewis as Officer Leo Schnauzer, Charlotte Rae as Schnauzer's wife Sylvia, and Paul Reed as Capt. Block.

It seems that as a youth Muldoon once met President Truman face-to-face on the street and it proved a traumatic experience which still affects his usual phlegmatic calm.

Thus, the FBI training officers must refer to the President as "You-know-who" and "That certain party from Washington" while indoctrinating Toody and Muldoon on their driving stint. Muldoon nervously munches tranquilizers through the final rehearsal run -- and falls blissfully asleep.

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DEFINITE CHANGE OF PACE EACH WEEK IS THE GOAL OF 'ANDY WILLIAMS SHOW,' NBC-TV COLOR SERIES WITH TOP-GUESTS, NEW TALENT AND NOVEL FEATURES

Singing star Andy Williams returns to television on a weekly basis this Fall when he headlines "The Andy Williams Show," a full-hour musical variety series, in color, on NBC-TV beginning Thursday, Sept. 27 (10-11 p.m. NYT).

"Like Perry Como, Andy could stay around for years on weekly TV," says Bud Yorkin, executive producer of the program. "He has the same honest, unassuming quality that has made Como a steady hit with viewers."

Bob Finkel, producer of the series, says Andy's like Bing Crosby in his early days -- "a country boy everyone likes and we plan to take every advantage of this in presenting the weekly programs."

Williams, star of TV, nightclubs and records, will be host and star of the show, which will be packaged by his own company, Barnaby Productions, Inc., in association with Tandem Enterprises, Inc.

The series will not be a routine variety show, according to Andy. "We'll nave a definite change of pace each week," he explains.

"We'll be different in our manner of presentations, use of our guest stars and we'll use more script than other variety shows," adds Finkel.

"The Andy Williams Show" will have a continuing group of regular performers, a distinctive choral group (the New Christy Minstrels with Randy Sparks), and dancers, all of whom will be employed in novel fashion. (more)

Two top guest stars will be featured each week, according to Finkel, and there will be a definite emphasis on fresh, young talent.

Each show will have an ad-lib segment in which Williams will identity himself with the audience. On occasion, Andy will step right into the audience to meet and chat with his fans. There also will be a weekly portion in which Williams will sing songs requested by viewers.

The series will be directed by Bob Scheerer, who was assistant producer-writer on Andy Williams' 1959 Summer show and who also directed "The Shari Lewis Show" and several "Bell Telephone Hours" last season.

Collin Romoff, who was associated with the stage hits, "Gypsy," "The Sound of Music" and "Say Darling," and who was accompanist for Ethel Merman and Mary Martin, will be the show's musical conductor. George Wyle, formerly with Dinah Shore, will be the choral director.

Mort Green, a former writer for Perry Como, will head a staff of writers that includes Bill Persky and Sam Denhoff, formerly with Steve Allen, and James Murray, syndicated sports humorist for the Los Angeles Times.

DeeDee Wood and Marc Breaux, who created the dances for two of Andy's color specials, will do the choreography.

Williams came to national prominence through a combination of TV appearances and hit records. In 1954 he became a featured vocalist on Steve Allen's "Tonight" show on NBC-TV, and has made guest star appearances in numerous NBC-TV color specials.

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NBC-New York, 9/7/62

NBC COLOR TELEVISION NEWS

CREDITS FOR 'THE ANDY WILLIAMS SHOW' ON NBC-TV

Date and Time:	NBC-TV Network color series Thursdays (10 to 11 p.m. NYT beginning Thursday, Sept. 27
Format:	Full-hour musical-variety program featuring Andy Williams as star and host with top-name guest stars, a distinctive choral group and dancers to be broadcast from NBC's color studios in Burbank, Calif.
Star:	Andy Williams
Executive Producers:	Bud Yorkin and Norman Lear
Producer:	Bob Finkel
Director:	Bob Scheerer
Head Writer:	Mort Green
Writers:	Bill Persky, Sam Denhoff and James Murray
Musical Conductor:	Collin Romoff
Choreographers:	DeeDee Wood and Marc Breaux
Choral Director:	George Wyle
Art Director:	Edward Stephenson
Music Coordinator:	Dave Grusin
Unit Manager:	Jerry McPhie
Production by	Barnaby Productions Inc., in association with Tandem Enterprises Inc.
Sponsors (and Agencies):	American Home Products Corporation (Sullivan, Stauffer, Colwell & Bayles Inc.); Liggett & Myers (J. Walter Thompson); Noxzema (Sullivan, Stauffer, Colwell & Bayles Inc.); Miles Laboratories (Wade Advertising Inc.) and Kimberly-Clark Corporation (Foote, Cone & Belding).
Origination:	NBC Color Studios, Burbank, Calif.
NBC Press Representatives:	Doug Duitsman (Burbank); Al Cammann (New York).

NBC COLOR TELEVISION NEWS

September 10, 1962

'SING ALONG WITH MITCH' TAKES NEW DAY-AND-TIME SPOT

Show Will Be Friday Night Feature Starting Sept. 28

Men with wonderful voices, girls with beautiful faces, songs with happy memories. Put them all together, they spell "Sing Along with Mitch," NBC-TV's color musical series. Mitch Miller, his Sing Along Gang, Gloria Lambert, Louise O'Brien, Leslie Uggams and the 10 girl dancers return in a new day-and-time spot -- Friday nights at 8:30 p.m. EDT -- starting Friday, Sept. 28.

Once more the Sing Along Gang will recall America's favorite tunes, ranging from the Gay Nineties to the Hollywood Thirties, from the Roaring Twenties to the Swinging Forties. The 25 men not only sing, but in recent months have learned to dance. They offer no competition for Gene Kelly, but have learned to do a most acceptable soft shoe when the occasion demands.

Each "Sing Along with Mitch" show is built around a single theme; such as life during World War II, the beauties of Bonny Scotland, an Italian street festival, love among the Eskimos or a salute to the various states.

Highlight of each show is the concluding "Sing Along Segment" during which the lyrics of the songs are superimposed on the screen, so that the viewing audience may sing along with the 25-man chorus. This feature of the show draws thousands of letters of praise each

(more)

month, as viewers write to Mitch Miller requesting various favorites from their memory books. Since "Sing Along with Mitch" has been on the air, the chorus has sung more than 1,200 songs.

The 10 girls who appear on "Sing Along with Mitch" are notably pretty -- chosen from a fresh, wholesome, sweet look. The men -- some with double chins, some with wrinkles (the ages range from 30 to 60) -- are evidently highly pleasing to the viewers, judging from their written comments. "They all have such NICE faces," say the letters, and "Your singers have something good in their faces -- they're not empty." From Coast to Coast reports come from informally organized "Sing Along" groups, who gather weekly to blend their voices with the Sing Along Gang. This season, in answer to thousands of requests from families with young children, the show will be seen at an earlier hour, so the youngsters can join the "Sing Along" show with their parents and grandparents.

"Sing Along with Mitch" is produced and directed by TV veteran Bill Hobin, who started his television career as a member of the "Chicago school of television" when he was fresh out of college. The show is written by Gordon Cotler, and the musical numbers and dances are staged and choreographed by James Starbuck.

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NBC-New York, 9/10/62

NBC COLOR TELEVISION NEWS

September 10, 1962

CREDITS FOR 'SING ALONG WITH MITCH' COLOR SERIES ON NBC-TV

Time:	NBC-TV Network color series Fridays, 8:30-9:30 p.m. NYT -- new day-and-time starting Friday, Sept. 28.
Format:	Familiar popular songs, sung by male chorus in settings apropos to the lyrics. Audience participation invited of lyrics superimposed on the television screen.
Star:	Mitch Miller -- conductor, host and creator of the series.
Soloists:	Leslie Uggams, Gloria Lambert and Louise O'Brien
Choral group:	The Sing Along Gang -- group of 25 male singers
Cast:	Ten girl dancers and, on occasion, extras
Producer-director:	Bill Hobin
Associate Producer and Writer:	Gordon Cotler
Choreography by	James Starbuck
Assistant Choreographer:	Victor Griffin
Music Arranger and Conductor:	Jimmy Carroll
Production Designers:	Herb Andrews and Don Shirley
Sponsors:	P. Ballantine & Sons; the R. J. Reynolds Tobacco Company and the Buick Division of General Motors Corporation, The Falstaff Brewing Company Inc., the Colgate-Palmolive Company.

(more)

Agencies:	William Esty Company for Ballantine and R. J. Reynolds; M-E Productions, a division of McCann-Erickson, Inc., for Buick; Dancer-Fitzgerald-Sample for Falstaff and D'Arcy Advertising Company for Colgate-Palmolive.
NBC Press Representatives:	Betty Lanigan, New York; and Norm Frisch, Hollywood.
Origination:	NBC-TV Color Studios, Brooklyn, N. Y.

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NBC-New York, 9/10/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

JACK TRACY
ROOM 320

September 11, 1962

GEORGE A. GRAHAM JR. APPOINTED VICE PRESIDENT,
NBC ENTERPRISES DIVISION

The appointment of George A. Graham Jr. as Vice President, NBC Enterprises Division, was announced today by Robert E. Kintner, President of the National Broadcasting Company.

Mr. Graham has been Vice President and General Manager of the NBC Radio Network since January, 1960, and before that held a number of other key posts in the NBC Television and Radio Networks. In connection with his new assignment, Mr. Graham will also assume the positions of Chairman of the Board of NBC International, Ltd., and Chairman of the Board of NBC Films. In all three positions, Mr. Graham succeeds Alfred R. Stern, who is resigning from NBC on Oct. 1.

"Mr. Graham brings to his new positions a wide background in broadcasting sales and administration and we are fortunate to have found within our own organization an executive of his proved abilities to take over direction of the increasingly important activities of the NBC Enterprises Division," Mr. Kintner said.

The Enterprises Division was created in November, 1959, to keep pace with NBC's diversified international and domestic activities and to centralize within it all the company's projects in these areas.

Mr. Graham joined the NBC Television Network as a Sales Account Executive in 1953. Subsequently he was placed in charge of sales for all children's television programs and later was appointed Administrator for the NBC Television Network Sales Department. In

(more)

September of 1956, he was appointed Director of Sales Planning for the NBC Radio Network. In February, 1959, he was elected a Vice President of the National Broadcasting Company and in March, 1960, was appointed Vice President and General Manager of the NBC Radio Network.

Prior to joining the National Broadcasting Company, Mr. Graham spent six years in Local Station Operation and Management, and a year and a half as Advertising and Promotion Director for a retail sales organization.

During World War II, Mr. Graham served for three years as a fighter pilot in the Army Air Force.

He is married and the father of a five-year-old daughter and resides in Ardsley-on-Hudson, New York.

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NBC-New York, 9/11/62

September 11, 1962

NBC FILMS LAUNCHES 'OPERATION: EDUCATION'

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Campaign to Place Special Programming on Educational Outlets Starts With Sale of 'Cameo Theatre' to Six Non-Commercial Stations

NBC Films has launched "Operation: Education," a campaign to distribute special programming to educational television stations throughout the country. The new plan has been initiated with sales of "Cameo Theatre" to six non-commercial stations.

The growth of educational television has been rapid. In 1953 there was one non-commercial station on the air. In 1956 there were 20 stations in operation and in 1958 the total was 34. Today there are 60 educational television stations, with seven more to make their debuts this year. These totals are exclusive of closed circuits used by school systems.

"'Operation: Education' is a logical effect of supply and demand," Morris Rittenberg, President, NBC Films, said. "Educational stations are growing in numbers and importance Their needs for programming are expanding. NBC Films' vast library of shows, in every category, includes many that are ideally suited to these stations.

"Complete series such as 'Cameo Theatre,' 'Medic,' "Victory at Sea,' 'Project 20,' as well as individual episodes from some of our other series, are both entertaining and informational.

"NBC Films has the programming and the distributional apparatus to make 'Operation: Education' a success. In addition, we are considering the development of shows specifically for the educational market."

(more)

The 26 full-hour dramas that comprise "Cameo Theatre" were selected from the original live "Matinee Theatre" series that was broadcast over the NBC-TV Network for years, winning every major award in the television industry.

The first "Operation: Education" sales of "Cameo Theatre" were to WXGA-TV, Waycross, Ga.; WTHS, Miami, Fla.; WIL-TV, Urbana, Ill; WUFT, Gainesville, Fla.; WKNO, Memphis, Tenn.; and WFSU-TV, Tallahassee, Fla.

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NBC-New York, 9/11/62

September 11, 1962

N.Y. CHAPTER OF BROADCAST PIONEERS APPOINTS
NBC'S WILLIAM K. McDANIEL TO EXECUTIVE BOARD

William K. McDaniel, Executive Vice President, NBC Radio Network, has been appointed to the Executive Board of the Broadcast Pioneers, New York Chapter.

In announcing the appointment, Chapter President Jeff Sparks, United Nations Station Relations Officer, pointed out it is especially appropriate because 20 years ago the Broadcast Pioneers was formed by another NBC representative, noted commentator H. V. Kaltenborn.

Mr. McDaniel said that among the major Pioneers projects he and his fellow officers will be working on this year are the newly formed Professional Committee, which serves as clearing house for broadcast personnel seeking job change, and the Broadcast Foundation, which aids former industry people in need.

Also named to the New York Chapter Board were Frank Pellegrin, Executive Vice President of H-R Representatives, and Arthur Simon, Advertising Manager of Radio TV Daily.

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September 11, 1962

"THE DEATH OF STALIN" AND "THE RISE OF KHRUSHCHEV" ARE SET AS DUAL "NBC WHITE PAPER" ON RUSSIA'S SIGNIFICANT 1952-58 PERIOD

The most significant period in recent Soviet history, spanning the years from 1952 to 1958 in which Russia experienced increasing growth as a power, will be examined in a dual "NBC White Paper" this Fall on the NBC-TV Network. The two programs, titled "The Death of Stalin" and "The Rise of Khrushchev," will be presented within a few days of each other, the times of the broadcasts to be announced soon.

These "White Papers" will be the first and second programs of a quartet of major programs in the 1962-63 season dealing with Communism and its challenge to the free world. This group of specials exploring the nature, background and meaning of Communism was announced last February.

"The Death of Stalin" and "The Rise of Khrushchev" will be presentations of Creative Projects, NBC News, under the supervision of executive producer Irving Gitlin. They will be produced by Fred Freed, who last season produced two other "NBC White Papers" examining aspects of the Communist world -- "Khrushchev and Berlin" and "Red China."

"In 'The Death of Stalin' and its sequel, 'The Rise of Khrushchev,' we will attempt to sift out the facts from the fiction and propaganda and to present an accurate account of events in these six crucial years in Soviet history," Mr. Gitlin said. "We will document

(more)

our examination with first-hand reports from many prominent persons -- government leaders, diplomats, journalists -- who were eyewitnesses to developments on Russia during this key period. The program will show film footage obtained from East Germany and Yugoslavia, and from private collections all over the world."

Mr. Gitlin said many of the eyewitness accounts have never before been presented in a broadcast and that much of the film has not been seen in the United States.

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NBC-New York, 9/11/62

NBC COLOR TELEVISION NEWS

September 11, 1962

PREMIERE

'THE ANDY WILLIAMS SHOW' COLOR SERIES WILL START
WITH MISS PEGGY LEE AND GEORGE GOBEL AS GUESTS

Miss Peggy Lee, special guest star and George Gobel will team with Andy Williams to help launch "The Andy Williams Show" in color on NBC-TV Thursday, Sept. 27 (10-11 p.m. EDT).

Andy will open the full-hour musical variety series with a medley of his all-time favorites -- "Canadian Sunset," "Hawaiian Wedding Song," "Moon River" and "That Old Bilbao Moon."

Williams then will introduce the New Christy Minstrels with Randy Sparks, a distinctive vocal group. The Minstrels, who will sing "Saints Train," are regular members of the "Andy Williams Show" cast. The group is composed of eight men and two girls.

Williams next presents his first guest, Gobel, who, according to producer Bob Finkel, will do a "delicious dissertation" on a topical subject immediately recognizable to anyone who has a telephone.

Andy then offers a permanent feature of the series, a visit to his hometown of Wall Lake, Iowa, where viewers will meet some amusing characters. Immediately after the station break, Andy takes a coffee break and conducts an ad lib music-and-talk session with the audience.

(more)

Miss Peggy Lee steps into the spotlight next to sing "Them There Eyes" and "But Beautiful," after which she joins Andy and Gobel in an upbeat rendition of "You Are My Sunshine."

Andy teams with the New Christy Minstrels for a couple of familiar folk tunes and closes the program with his well-known version of "Daddy Boy."

"The Andy Williams Show," produced by Barnaby Productions Inc., in association with Tandem Enterprises, Inc., will originate from the NBC-TV color studios in Burbank, Calif. Bud Yorkin and Norman Lear are the executive producers and Bob Scheerer is director. Scripts are by Mort Green, Bill Persky, Sam Denhoff and James Murray. Colin Romoff is musical conductor and George Wyle is choral director. The choreographers are Marc Breaux and Deedee Wood.

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NBC-New York, 9/11/62

September 11, 1962

'CAPTAIN GALLANT,' DESERT ADVENTURE SERIES WITH BUSTER CRABBE IN TITLE ROLE, RETURNS TO NBC-TV AS SATURDAY FEATURE

"Captain Gallant," a filmed desert adventure series starring former Olympic swimming champion Buster Crabbe in the title role of a swashbuckling Foreign Legion officer, returns to the NBC-TV Network as a weekly repeat series starting Saturday, Sept. 29 (5:30-6 p.m. EDT).

The program will be sponsored by General Mills Inc., through Dancer-Fitzgerald-Sample Inc., and by Schaper Manufacturing Company, through Knox Reeves Advertising Inc.

"Captain Gallant," first presented on NBC-TV in 1955, was filmed in North Africa with the cooperation of the French Foreign Legion. Use of Legion troops and North African natives, and backgrounds that include the Legion headquarters, ancient French forts, Moroccan street scenes and the vast expanse of the Sahara Desert, lend authenticity to the program.

Crabbe, a star of television and motion pictures, portrays an American adventurer in Foreign Legion stories of bravery and intrique. Featured in the series is Crabbe's son Cullen "Cuffy" Crabbe, who portrays a 10-year-old boy adopted by Captain Gallant when his father, also a Legion officer, is killed. Others in the cast include veteran comedy actor Fuzzy Knight as Fuzzy, Captain Gallant's orderly; Gilles Queant as Sgt. Duval and Daniel Lecourtois as the Colonel.

Frantel Inc. is the producer of the "Captain Gallant" series.

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CREDITS FOR 'CAPTAIN GALLANT' ON NBC-TV

Time:	Saturdays, 5:30-6 p.m. EDT, starting Sept. 29, 1962
Star:	Buster Crabbe as Captain Gallant.
Format:	Repeat episodes from the desert adventure series first presented on NBC-TV in February, 1955. The stories of bravery and intrigue were filmed in North Africa with the cooperation of the French Foreign Legion. Real Legion soldiers play supporting roles against authentic backgrounds.
Featured:	Cullen "Cuffy" Crabbe as Cuffy, Fuzzy Knight as Fuzzy, Gilles Queant as Sgt. Duval, Daniel Lecourtois as the Colonel.
Producer:	Frantel Inc.
Sponsors (and Agencies):	General Mills Inc. (Dancer-Fitzgerald-Sample Inc.) and Schaper Manufacturing Company (Knox Reeves Advertising, Inc.)
NBC Press Representatives:	Bob Goldwater (New York)

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NBC-New York, 9/11/62

NBC COLOR TELEVISION NEWS

September 11, 1962

'THE MERV GRIFFIN SHOW' BRINGS A VERSATILE HOST TO A LIVELY 55-MINUTE DAYTIME COLOR SERIES

Merv Griffin, who proved his versatility as long-time host of NBC-TV's "Play Your Hunch," will star in a new daytime television color program, "The Merv Griffin Show" beginning Monday, Oct. 1. The program will be a Monday-through-Friday feature in the 2-2:55 p.m. NYT period, originating in New York.

Griffin's new program will offer a wide range of entertainment features. In addition to his own participation as host and performer, Griffin will join a "special guest star of the day" for conversation, music and a measure of the unusual and unexpected.

In taking over the new series, Griffin will relinquish his duties on "Play Your Hunch," which will continue on the network with another host, soon to be announced.

"The Merv Griffin Show" will be produced by Bob Shanks, who currently is associate producer of NBC-TV's "Tonight" show. He served as talent coordinator of "The Jack Paar Show" from April, 1959 until last March when Paar left the series. Shanks will leave the "Tonight" show for his new assignment with Griffin.

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NBC COLOR TELEVISION NEWS

September 11, 1962

CREDITS FOR 'THE MERV GRIFFIN SHOW' COLOR BROADCASTS ON NBC-TV

Time:	NBC-TV color broadcasts, Mondays through Fridays, 2-2:55 p.m. NYT, starting Oct. 1, 1962
Star:	Merv Griffin
Format:	Conversation with a "special guest star of the day," music and a "measure of the unexpected."
Producer:	Bob Shanks
Associate Producers:	Monty Morgan and George Vosburgh
Writers:	Pat McCormick, Dick Cavett and David Lloyd
Talent Coordinators:	Jean Meegen and Larry Holofcener
Assistant to the Producer:	Mary Ann Minster
Unit Manager:	Dick Swicker
Packaged by:	Milbarn Enterprises Inc.
Sponsors:	Various
NBC Press Representative:	Al Cammann (New York)

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NBC-New York, 9/11/62

JACK TRACY
ROOM 320

2-X-H

September 12, 1962

LINCOLN-MERCURY BUYS ONE-SIXTH SPONSORSHIP OF NBC NEWS'
TV COVERAGE OF THE 1962 ELECTIONS

Lincoln-Mercury Division of Ford Motor Company has purchased one-sixth sponsorship of NBC News' television coverage of the 1962 elections, which begins on the NBC-TV Network at 7 p.m. EST Tuesday, Nov. 6, it was announced today by Charles R. Abry, Vice President, General Sales Executive, NBC Television Network.

NBC News' coverage will feature Chet Huntley and David Brinkley and a special staff of about 1,000.

Lincoln-Mercury Division of Ford Motor Company joins Lipton Tea, which also purchased one-sixth sponsorship as previously announced.

NBC News' coverage of the election will be supervised by William R. McAndrew, Executive Vice President, NBC News, who will be assisted by Julian Goodman, Vice President, NBC News, and Elmer W. Lower, General Manager, NBC News. Reuven Frank will be the producer.

The Lincoln-Mercury order was placed through Kenyon & Eckhardt Inc.

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September 12, 1962

CLAIROL BUYS ALTERNATE-WEEK SPONSORSHIP OF 'THE ELEVENTH HOUR'

The Clairol Division of Bristol-Myers Company purchased alternate-week sponsorship in "The Eleventh Hour," a full-hour drama series starring Wendell Corey (Wednesdays, 10-11 p.m. NYT), beginning Oct. 3, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Corey stars as Dr. Theodore Bassett, a dedicated psychiatrist who deals with all kinds of people and their myriad problems. The very lives of some of the patients often depend upon Bassett's skill in analyzing and treating them since, as a rule, they come or are sent to him in the "Eleventh Hour."

The Clairol order was placed through Foote, Cone and Belding Inc.

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NBC COLOR TELEVISION NEWS

September 12, 1962

SEASON'S PREMIERE

'THE TEAHOUSE OF THE AUGUST MOON,' WITH FOUR STARS HEADING CAST, WILL OPEN 12th SEASON OF 'HALLMARK HALL OF FAME'

Stage-Screen Hit Adapted for TV Color Production

John Forsythe, David Wayne, Miyoshi Umeki and Paul Ford are stars of John Patrick's prize-winning comedy, "The Teahouse of the August Moon," with which NBC-TV's "Hallmark Hall of Fame" color series opens its 12th drama season Friday, Oct. 26 (8:30-10 p.m. EDT).

"The Teahouse of the August Moon" was produced and directed by George Schaefer (for his Compass Productions Inc.) and adapted for television by Robert Hartung. Patrick's satire, in which East meets West in an Okinawan village at the end of World War II, was based on the novel by Vern Sneider.

Forsythe, Wayne and Ford are cast in the roles they created in the 1953 Broadway play (which had 1,027 performances and was later made into a motion picture), produced by Schaefer and Maurice Evans. It won both the New York Drama Critics' Circle Award and the Pulitzer Prize as the best play of the season.

The robust comedy tells the story of an amiable, bubbling Army captain named Fisby (Forsythe) whose task it is to bring democracy to the tiny Okinawan village of Tobiki. Armed with a manual of

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occupation, and with pompous, platitude-spouting Colonel Purdy (Ford) breathing down his neck, Fisby soon discovers that his best efforts are no match for the charm and guile of the Okinawan population -- especially of his native interpreter, Sakini (Wayne), and the beautiful Geisha girl, Lotus Blossom (Miss Umeki).

Featured in the cast are William Le Massena as Captain McLean, Fred Kareman as Sergeant Gregovich, Yuki Shimoda as Omura, Armand Alzamora as Seiko, Sho Onodera as Hokaida, William Hansen as Oshira, Khigh Dhiegh as Sumata and Teru Masumoto as Miss Higa Jiga. Also, Osceola Archer as the old woman in the jeep, Mara Kim as her daughter and David Abe as the boy.

John Forsythe, who has had a long run on TV as "Bachelor Father," starred on NBC-TV in the award-winning "What Makes Sammy Run?" two seasons ago, and has many motion picture credits, including "The Avenger," "The Trouble with Harry," "Nothing but the Truth" and "The Ambassador's Daughter." On the Broadway stage, he starred in the title role (replacing Henry Fonda) of "Mr. Roberts" as well as in "All My Sons," "Miracle in the Rain" and "Wuthering Heights."

Wayne has been seen on nearly all of the major television dramatic programs and in a number of hit motion pictures including "The Tender Trap" and "The Last Angry Man." He has starred in six Broadway plays, most recently in "Venus At Large."

Miss Umeki began her career in her native Japan after World War II, singing American songs to GIs. Brought to America, she won recognition as a featured performer on TV's "The Arthur Godfrey Show." She won an Academy Award for her performance in the film, "Sayonara," and a Tony Award nomination for her portrayal of Mei Li in the Broadway hit, "Flower Drum Song."

(more)

Ford starred as Sergeant Bilko's blustering commanding officer, Colonel Hall, in the "You'll Never Get Rich" TV series, and he lists "The Thurber Carnival" and "The Music Man" among his hit Broadway credits. He starred in the motion picture versions of both "The Teahouse of the August Moon" and "The Music Man."

Sponsored by Hallmark Cards Inc. through Foote, Cone and Belding, "The Teahouse of the August Moon" -- first of at least four new 90-minutes-or-longer color productions this season on "Hallmark Hall of Fame" -- has Hartung as associate producer, Warren Clymer as scenic designer and Noel Taylor as costume designer.

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NBC-New York, 9/12/62

NBC COLOR TELEVISION NEWS

September 12, 1962

ROBERT GOULET TO BE GUEST STAR ON PREMIERE OF 'JACK PAAR SHOW'

Robert Goulet will be the guest star on the opening night of "The Jack Paar Show" Friday, Sept. 21 (10-11 p.m. EDT) in color on the NBC-TV Network.

The premiere of the new weekly color series will also offer a feature on Paar's recent return to familiar territory -- the World War II battlegrounds of the Southwest Pacific. A highlight of this segment will deal with the story of the heroic PT 109 crew, of which President Kennedy was commander.

Goulet will appear live on "The Jack Paar Show" after an introduction of film clips showing the actor-singer at his home and backstage at the Majestic Theatre in New York, where he stars in "Camelot."

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September 12, 1962

PREMIERE

DRAMA OF A DOOMED ROPER'S EFFORT TO AID FAMILY
OPENS NEW NBC-TV SERIES, "WIDE COUNTRY"

"Wide Country," NBC-TV's new modern West series starring Earl Holliman as a rodeo champion, opens with a drama about a doomed calf roper's last-ditch try to win money to provide for his family, Thursday, Sept. 20 (7:30-8:30 p.m. EDT).

Guest star Steve Forrest takes the title role in "The Royce Bennett Story," assaying a one-time roping champ stricken with a brain tumor. Series co-star Andrew Prine is introduced as Andy, young college-age brother of Mitch Guthrie (Holliman). Others in the cast are Jacqueline Scott as Bennett's wife Ella, Billy Mumy as their son David, Barbara Stuart as Hilda, Sandy Kenyon as Walt and Dayton Lummis as Dr. Burroughs.

Royce Bennett shatters the trust of his wife and son when he grows secretive and avoids their trailer home after a particularly poor calf-roping performance at the rodeo. Mitch and Andy look for excuses for their friend, but not even they suspect the true reason for Bennett's erratic behavior. In a climactic scene, Bennett challenges Mitch in the wild bull riding event -- despite his blurring vision.

The episode was written by Donald S. Sanford and directed by Alan Crosland Jr. "Wide Country" is produced by Frank Telford at Hollywood's Revue Studios for NBC-TV and Gemini Productions, Inc.

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GUEST STARS SIGNED FOR 'WIDE COUNTRY' EPISODES

"Wide Country" producer Frank Telford has signed five guest stars for two future episodes of the new NBC-TV series about a modern West rodeo champion.

Dan Duryea, Slim Pickens, Charles Robinson and Carole Wells will appear in the "Not for Laughing" segment of the Thursday night series. Herschel Daugherty will direct.

Paul Ford will guest star in "Go Fight City Hall," with John Braham directing.

"Wide Country," which starts Thursday, Sept. 20 (7:30 to 8:30 p.m. EDT), stars Earl Holliman and Andrew Prine.

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NBC-New York, 9/12/62

PREMIERE September 12, 1962

3-RING CIRCUS ATTRACTIONS MARK PREMIERE OF 'MARX MAGIC MIDWAY'

A three-ring bill of international acts and a new circus sound will highlight the premiere of NBC-TV's "Marx Magic Midway" Saturday, Sept. 22 (11:30 a.m.-12 noon EDT).

Claude Kirchner stars as ringmaster and host of the new circus-variety series, staged weekly in front of a grandstand full of New York youngsters. Guest attractions to be introduced by Kirchner are Marcelli and Janis, a slack wire act from France; the Agostinos, a zany young troupe of acrobats; and the Pallenberg Bears, two Black Forest grizzlies which ride bicycles and play harmonica.

The "CircuSeven," a combo led by pianist Lou Stein, will kick off the program with Stein's new tune, "The Magic Midway Theme," a blend of modern jazz, the twist and cha-cha-cha. Additional avant-garde circus music -- all original compositions by Stein and Lou Biever -- will backdrop the circus acts. Dick Hyman (formerly of "The Arthur Godfrey Show") is featured on electric organ.

Co-starring with Kirchner will be pert blonde Bonnie Lee, baton twirler and "bandleader," and three veteran circus clowns -- Douglas Anderson (as Mr. Pocus), Paul Dooley (as Cuckoo) and 300-pound Bill Bailey (as Boom Boom). Even the audience gets into the act -- when the clowns precipitate a hilarious goosefeather pillow fight.

"Marx Magic Midway," sponsored by Louis Marx & Co. toys, is produced by Jack Miller (creator of "Captain Kangaroo") and James Shaw, with Lou Tyrrell directing.

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NBC-TV NETWORK PROGRAM

THE BRONX SALUTES 'CAR 54'--AND SETS A DAY IN ITS HONOR

Joseph F. Periconi, president of the Borough of The Bronx, New York has signed a proclamation designating Sunday, Sept. 16 as "Car 54 Day." This marks the return of the NBC-TV comedy series, "Car 54, Where Are You?," which starts its second season on that date (8:30 p.m. EDT). The proclamation reads:

WHEREAS: the role of our Police Officer has often been portrayed from drab routine to incredible dangers with emphasis on the Officer's martinet-like disassociation from the community in which he is assigned; and

WHEREAS: in fact, it is those Officers who have identified and involved themselves with the communities they serve who have contributed most to making The Bronx a better place to live; and

WHEREAS: Officers Toody and Muldoon and their fellow-officers in "Car 54, Where Are You?" have brought into the homes of The Bronx and the rest of the nation a picture of Police Officers with all the warmth and humor which we identify with the Police Officer who guided us across our first grade school crossing,

NOW, THEREFORE, I, Joseph F. Periconi, President of the Borough of The Bronx, do hereby declare the 16th of September, 1962, as CAR 54 DAY and do urge our citizens to share in the enjoyment of the wonderful world returning to us this Sunday evening with Officers Toody and Muldoon and their fellow-officers.

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NBC-New York, 9/12/62

NBC COLOR TELEVISION NEWS

'THE RUFF AND REDDY SHOW' RETURNS TO NBC-TV

- - -

Saturday Morning Color Cartoon Series to Have New Host--Capt. Bob Cottle

"The Ruff and Reddy Show," a long-time favorite cartoon series previously on NBC-TV for three years, returns to the network as a color series Saturday, Sept. 29 (9:30-10 a.m. EDT), starring a new host, Capt. Bob Cottle.

The program will be sponsored by Marx Toys, Horsman Dolls and Selchow & Righter Games, through their respective agencies: Ted Bates & Co. Inc., Manchester Organizations Inc., and Doner-Harrison Inc.

Captain Bob has been a popular children's performer in Boston (on WHDH-TV) for the past five years.

Each color program will feature three or four "Ruff and Reddy" cartoons. Between cartoons, Captain Bob will spin yarns, draw amusing and instructive sketches and entertain the youngsters with his puppets, Jasper and Gramps.

"The Ruff and Reddy Show" is a Hanna-Barbera cartoon production distributed by Screen Gems, a subsidiary of Columbia Pictures Inc.

Ruff (a cat) and Reddy (a dog) originally went adventuring in outer space, beneath the seas, through the African jungle and the Okechokee Swamp, between December, 1957 and October, 1960 on NBC-TV. Color broadcasting of the series began in June, 1959. However, all upcoming episodes which were originally seen in black and white now will be presented in color.

-----o----- NBC-New York, 9/12/62

NBC COLOR TELEVISION NEWS

September 12, 1962

CREDITS FOR 'THE RUFF AND REDDY SHOW' ON NBC-TV

Time:	Saturdays, 9:30-10 a.m. EDT, starting Sept. 29, 1962
Star:	Captain Bob Cottle
Format:	Color cartoons combined, with live color segments hosted by Captain Bob, who spins children's yarns, draws amusing and instructive sketches, and entertains with his puppets -- Jasper, Gramps and Mr. Answer
Producer and Writer:	Bob Cottle
Puppeteer:	Andy Bader
Director:	Dick Schneider
Unit Manager:	Jack Petry
Origination:	NBC-TV Studios, New York
Original Premiere Date:	Dec. 14, 1957
Sponsors (and Agencies):	Marx Toys (Ted Bates and Co., Inc.), Horsman Dolls (Manchester Organizations Inc.) and Selchow & Righter Games (Doner-Harrison Inc.).
NBC Press Representative:	Alan Patureau, New York.

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JACK TRACY
ROOM 320

September 13, 1962

NBC NEWS TO BROADCAST SPECIAL TV PRIMARY NIGHT REPORT
ON KENNEDY-McCORMACK CONTEST IN MASSACHUSETTS

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NBC Radio Also Schedules Primary Coverage

NBC News will broadcast a special report on the results of the hotly contested Massachusetts race between Edward M. Kennedy and Edward J. McCormack for the Democratic nomination as Senator on the night of the prmiaries, Tuesday, Sept. 18 (12:45-1 a.m. EDT) on NBC-TV.

The program will originate live from Boston and will include results of the Republican primary contest for the Senate nomination between George Cabot Lodge and Laurence Curtis.

NBC News will present live bulletins from Boston during the evening as the election developments become significant. The special report will pre-empt part of the "Tonight" show, which also will be interrupted for election bulletins.

NBC News correspondents participating in the special coverage will be Sander Vanocur, John Chancellor and Frank McGee. Vanocur will report from the news room of The Boston Globe, where NBC News will install special tabulating equipment. Chancellor will be at McCormack headquarters and McGee at Kennedy headquarters. NBC News cameras will be at all three locations.

NBC Radio also will cover the primaries, with NBC News correspondent Herbert Kaplow reporting live from the newsroom of The

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Boston Globe. This will be a part of "Primaries '62: Report No. 4" on the NBC Radio Network (including WNBC) from 9:05 p.m. to 10 p.m. EDT Tuesday, Sept. 18.

Correspondents Gordon Fraser and Paul Cunningham will give audio reports for the TV special from the headquarters of Lodge and Curtis.

Kennedy is the youngest brother of President Kennedy and McCormack is the nephew of Speaker of the House John W. McCormack.

The special coverage will be under supervision of Elmer Lower, General Manager, NBC News, and will be produced by Chet Hagan.

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NBC-New York, 9/13/62

NEWS FROM WNBC WNBC-TV

September 13, 1962

SPECIAL NBC NEWS PROGRAMS ON WNBC AND WNBC-TV WILL OFFER LIVE COVERAGE OF N.Y. STATE POLITICAL CONVENTIONS

The New York State Democratic and Republican conventions, which will nominate candidates for governor, U. S. Senator and other offices, will be covered in a series of special NBC News programs on WNBC-TV and WNBC Radio Monday, Tuesday and Wednesday, Sept. 17, 18 and 19.

Three television programs, titled "New York Nominates: Report 1," "Report 2," and "Report 3," will be carried on WNBC-TV each night from 11:15 p.m. to 11:30 p.m. EDT.

Merrill Mueller will be anchorman in New York, as Gabe Pressman and William Ryan report live from the two convention floors. Democrats will meet Monday and Tuesday in the War Memorial Auditorium, Syracuse. The Republicans will meet in Buffalo's War Memorial Auditorium Tuesday and Wednesday.

With Leon Pearson as New York anchorman, WNBC Radio will broadcast the live on-the-scene reports of NBC Newsmen Steve Flanders and Edward Gough.

Following is a schedule of special convention broadcasts on WNBC-TV and WNBC-Radio:

Monday, Sept. 17 -- On WNBC-TV: "New York Nominates: 1." The program will include tapes of Mayor Wagner's keynote address, nominations for governor and the nominees' acceptance speeches. Gabe Pressman will report from Syracuse.

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Also on Sept. 17, WNBC Radio will broadcast Mayor Wagner's keynote address live from the convention floor. Evening coverage of the convention on WNBC will begin at 8 p.m. EDT and continue until conclusion, with Steve Flanders on the scene for live reports.

Tuesday, Sept. 18 -- On WNBC-TV, "New York Nominates: Report No. 2," will include taped highlights from both Democratic and Republican conventions. Each party will nominate a U. S. Senate candidate. The coverage will include live TV pickups from Gabe Pressman in Syracuse and Bill Ryan in Buffalo.

WNBC Radio coverage will begin at 8 p.m. and continue until conclusion, with Leon Pearson in New York, Edward Gough in Buffalo and Flanders in Syracuse.

Wednesday, Sept. 19 -- This 11:15-11:30 p.m. EDT broadcast on WNBC-TV will show the Republicans concluding their convention with the nomination of a gubernatorial candidate. Both Pressman and Ryan will report from Buffalo.

Coverage on WNBC Radio will again run from 8 p.m. to conclusion of convention activities, with Pearson in New York and Gough in Buffalo.

Television coverage will be produced by Robert Northshield. Russell C. Tornabene is executive producer for the radio coverage.

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NBC-New York, 9/13/62

NBC TELEVISION NETWORK NEWS
September 13, 1962

'THE ELEVENTH HOUR,' WEEKLY DRAMA SERIES ABOUT PSYCHIATRY, STARTING ON NBC-TV IN WEDNESDAY TIME-SPOT

For the first time in a weekly dramatic series, television delves into the world of psychiatry on NBC-TV's new program, "The Eleventh Hour," premiering Wednesday, Oct. 3 (10-11 p.m. NYT).

Wendell Corey stars as Dr. Ted Bassett, a specialist in forensic psychiatry, and Jack Ging portrays his associate, Dr. Paul Graham, a clinical psychologist.

The series will deal with people from all walks of life -- the woman incapable of love, the man capable of murder, the delinquent nearing the point-of-no-return, the obviously disturbed and the seemingly well adjusted. All have reached their "eleventh hour" of emotional or mental distress when life or death often depends on quick, drastic treatment.

Bassett and Graham are both on the staff of a big city hospital's psychiatric unit. They are also partners in private practice and serve as court alienists (psychiatrists). They are consultants of the Police Department, the State Department of Correction and the Juvenile Authority.

As a result, the settings range far beyond hospital walls and the consultation room, into the city, the courtroom and beyond.

Bassett and his young associate resort to many psychiatric techniques in the book -- and some out of it -- to reclaim an individual to his full human dignity. Sometimes it's hypnotism, sometimes shock therapy, and sometimes psychotherapy.

(more)

Occasionally an "Eleventh Hour" episode will hinge on the miracle of a new drug, or simply pure instinct or tender loving care.

Guest stars will be featured weekly. Among those featured in episodes already filmed are Vera Miles, Franchot Tone, George C. Scott, Nancy Wickwire, Chester Morris, Barbara Rush, David Janssen, Colleen Dewhurst, Steven Hill and Mai Zetterling.

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NBC-New York, 9/13/62

CREDITS FOR 'THE ELEVENTH HOUR' ON NBC-TV

Time:	NBC-TV Network Wednesdays, 10-11 p.m. EDT, starting Oct. 3
Format:	Full-hour dramatic series focusing on Dr. Theodore Bassett, a psychiatrist, and Dr. Paul Graham, a psychologist, and the people who come -- or are sent -- to them in their desperate hour of need.
Starring:	Wendell Corey and Jack Ging
Producing Company:	Arena Productions Inc., in association with MGM-TV and NBC-TV.
Executive Producer:	Norman Felton
Producer:	Sam Rolfe
Associate Producer:	Irving Elman
Created by	Harry Julian Fink
Director:	Various
Director of Photography:	Dale Deverman
Art Direction:	Merrill Pye
Assistant to the Producer:	Jon Zimmer
Music:	Harry Sukan
Writers:	Various
Sponsors:	Various
Origination:	Filmed at MGM-TV, Culver City, Calif.
NBC Press Representatives:	Bob Bowen (Burbank); Alan Patureau, (New York).

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NBC-New York, 9/13/62

CREDITS FOR 'MAKE ROOM FOR DADDY' ON NBC-TV

Time:	NBC-TV Network, Monday through Friday, 4-4:30 p.m. EDT and Saturday, 12 noon to 12:30 p.m. NYT (new time starting Sept. 22)
Star:	Danny Thomas as Danny Williams.
Format:	Repeat film episodes of "The Danny Thomas Show," a situation comedy series about an entertainer and his efforts to reconcile his showbusiness career with the duties as head of a household.
CAST:	In Monday-through-Friday series -- Marjorie Lord as Danny's wife, Kathy; Rusty Hamer as his son, Rusty; Penney Parker as his daughter, Terry; Angela Cartwright as Kathy's daughter, Linda; Pat Harrington Jr. as Pat Hannigan; Sid Melton as Charley Halper; Pat Carroll as Bunny Halper. In Saturday series -- Jean Hagen as Danny's wife, Margaret; Rusty Hamer as his son, Rusty; Sherry Jackson as his daughter, Terry.
Guest Stars:	Various
Executive Producer:	Louis E. Edelman
Producer-Director:	Sheldon Leonard
Theme Song:	"Londonderry Air"
Sponsors:	Various
Starting Dates on NBC-TV:	Daytime series Oct. 4, 1960; Saturday series Sept. 30, 1961
NBC Press Representative:	Bob Goldwater (New York)

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NBC-New York, 9/13/62

JACK TRACY
ROOM 320

NBC TRADE NEWS

ENCORE FOR MARY MARTIN AS 'PETER PAN'

- - -

Timex and Lipton to Sponsor Fourth NBC-TV Presentation Of Two-Hour Color Broadcast Feb. 9, 1963

FOR RELEASE MONDAY A.M., SEPT. 17

Mary Martin will star again in her famous "Peter Pan" role in a two-hour NBC-TV color broadcast Saturday, Feb. 9, 1963 -- (7-9 p.m. EST) -- the fourth TV presentation of Sir James M. Barrie's classic -- Mort Werner, Vice President, Programs, NBC Television Network, announced today.

Timex Inc., (through Warwick & Legler Inc.) and Thomas J. Lipton Inc., for Lipton Soups (through Young & Rubicam Inc.) will sponsor the broadcast, which is expected to be one of the outstanding special entertainment attractions of 1963.

The Richard Halliday-Edwin Lester production with Mary Martin as "Peter Pan" stars Cyril Ritchard as Captain Hook and was originally staged, choreographed and adapted by Jerome Robbins. The entire NBC-TV color tape production (originally broadcast Dec. 8, 1960) was under the personal direction and supervision of Vincent J. Donehue. Two live NBC-TV color broadcasts (in 1955 and 1956) preceded the color tape version.

One of America's greatest TV hits, this production with Mary Martin as "Peter Pan" features Maureen Bailey as Wendy and Jane, Margalo Gillmore as Mrs. Darling, Sondra Lee as Tiger Lily, Jacqueline

(more)

Mayo as Liza, Joe E. Marks as Smee, Norman Shelly as Nana and the Crocodile, and Peggy Maurer as the grown-up Wendy, Joey Trent as John, Kent Fletcher as Michael and Edmund Gaines as Slightly. Lynn Fontanne is the narrator.

Peter Foy, who has handled the flying equipment for Miss Martin in every appearance she has made as "Peter Pan," created the "magic" for her song, "I'm Flying."

The Moose Charlap-Carolyn Leigh music and lyrics, as well as the additional music and lyrics by Betty Comden, Adolph Green and Jule Styne, were conducted by John Lesko. Peter Larkin is the scenic designer and the costumes are by Motley. Mary Martin as "Peter Pan" was produced for NBC-TV by Dick Linkroum, with Richard Halliday as executive producer.

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NBC-New York, 9/14/62

LINCOLN-MERCURY AND LIGGETT & MYERS TO CO-SPONSOR "SHAKESPEARE: SOUL OF AN AGE," NBC NEWS' FULL-HOUR PRODUCTION IN COLOR

FOR RELEASE MONDAY A.M. SEPT. 17

Sir Michael Redgrave, voicing excerpts from Shakespeare's plays, will star in the NBC News production of "Shakespeare: Soul of an Age," and Sir Ralph Richardson will be its special guest narrator, Lou Hazam announced today.

Hazam is producer and writer of the full-hour program, which is being color-filmed in England, Wales, Scotland and France in the footsteps of Shakespeare and many of the characters of his plays.

The program will be broadcast by the NBC-TV Network Friday, Nov. 30 (7:30-8:30 p.m. EST), Hazam said, under co-sponsorship of Lincoln-Mercury Division of Ford Motors and Liggett & Myers. The presentation will anticipate the 400th anniversary (April 23, 1964) of Shakespeare's birth.

Redgrave and Richardson, two of the most eminent actors in the English theatre, are both-well-known for their interpretations of Shakespearean roles. In addition to Redgrave, a group of prominent British actors will be heard in scenes from the poet's histories, tragedies and comedies. The group includes Walter Hudd, Robert Eddison, Jack Gwillim, John Bennett, Peter Gilmore, Pauline Jameson, Doris Hare, Avril Edgar and Robert Stephens.

(more)

2 - "Shakespeare: Soul of an Age"

Shakespeare's chronicle plays, providing a grand pageant of English history, will be the major source of the soliloquies and scenes to be heard in the TV program: "Richard the Second," "Henry the Fourth" (Part II), "Henry the Fifth," "Henry the Sixth" (Part III), "Richard the Third," "King John" and "Henry the Eighth." The tragedies will be represented by "Macbeth" and "Hamlet," the comedies by "As You Like It," "Twelfth Night," "The Merry Wives of Windsor" and "The Tempest."

Reconstructing Shakespeare's life, the TV cameras will explore existing landmarks in Stratford-on-Avon and the surrounding countryside. These include the Henley Street house, the poet's probable birthplace and his home for many years; Holy Trinity Church, the place of his baptism and burial; the Gildhall, where his father presided as high bailiff (mayor); Arden House, where his mother lived; Hathaway House, where he courted Anne Hathaway; Worcester Cathedral, where he obtained his marriage license, and Clopton Bridge, which he crossed on his way to London.

In London, where Shakespeare spent the major part of his working life, the cameras will inspect, among other places, Middle Temple Hall where Queen Elizabeth went to see a performance of his "Twelfth Night," and St. Mary Overy (now Southwark Cathedral), which contains the tomb of his actor-brother Edmund.

Places connected with many of the plays will be documented as well. Among them are Westminster Hall ("Richard the Second"), the Tower of London ("Richard the Second" and "Henry the Sixth": Part III), the streets of Windsor ("The Merry Wives of Windsor"), Southampton beach ("Henry the Fifth"), the battlefield at Bosworth ("Richard the Third"), the Forest of Arden north of the Avon in Warwickshire ("As You Like It") and Hampton Court ("Henry the Eighth").

(more)

Also, the coast of Wales and Flint Castle there ("Richard the Second"), Clamis Castle and Cawdor Castle in Scotland ("Macbeth), and Harfleur and Agincourt in France ("Henry the Fifth").

The Stratford-on-Avon of today will be shown as a living monument to the poet, where each year thousands go to see his plays at the Shakespeare Memorial Theatre.

The program's title comes from Ben Jonson's lines: "Shakespeare, Sweet Swan of Avon!/What a sight it were/To see thee in our waters yet appear.../Soul of the Age!"

Guy Blanchard is director-cameraman of the program, and Howard Sackler is director of narration and readings from the plays. Constantine Gochis is supervising film editor. Robert Butman, associate professor of drama at Haverford College, is research consultant. Barry Bingham Jr. is in charge of field production, and Rodney Clurman is production supervisor.

Kenyon & Eckhardt Inc. is the agency for Lincoln-Mercury, and J. Walter Thompson Company for Liggett & Myers.

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NBC-New York, 9/14/62

September 14, 1962

WYNN OIL COMPANY TO LAUNCH EXTENSIVE CAMPAIGN ON NBC RADIO

Wynn Oil Company will launch a massive drive on NBC Radio Sept. 22 encouraging motorists to prepare for Winter with Wynn's Friction Proofing products. William Fairbanks, Vice President, Sales, NBC Radio Network, announced today that Wynn's "Don't Be a Winter Waiter" campaign, scheduled to run through Dec. 9, will be aired 42 times each week.

NBC Radio programs which will carry the Wynn announcements are "Monitor," "Monitor News," "Monitor Sports," "Ring Around the World," "News of the World" and "News on the Hour."

In commenting on his firm's latest NBC Radio campaign, T. Beverly Keim, director of Advertising for Wynn Oil Company, said, "For virtually complete national coverage plus frequency at an economical cost, network radio offers one of the best media buys today, particularly for our company's distribution-marketing-sales set-up. In addition, we enjoy the benefits of network radio's energetic merchandising assistance. We've found NBC Radio's promotional department a great help in creating imaginative materials for our distributors and salesmen."

The Wynn Oil Company order was placed through Erwin Wasey, Ruthrauff & Ryan Inc., Los Angeles.

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JULIAN GOODMAN TO PRESIDE AT PRESENTATION OF ANNUAL AWARDS
BY RADIO AND TV NEWS DIRECTORS ASSOCIATION

Julian Goodman, Vice President, NBC News, will preside at the presentation of annual awards by the Radio and Television News Directors Association Thursday, Sept. 20 at its annual convention at the Palace Hotel in San Francisco. Pierre Salinger, White House press secretary, will be the speaker at the awards luncheon.

Mr. Goodman is a member of the board of directors of the Radio and Television News Directors Association, which this year convenes Sept. 19-22. The awards are made to local stations for oustanding local news coverage on radio and television.

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NBC-New York, 9/14/62

September 14, 1962

NBC NEWS TO BROADCAST PORTIONS OF UNITED NATIONS PROGRAM IN MEMORY OF HAMMARSKJOLD AND TELSTAR PICKUP FROM EUROPE

A special television program at the United Nations marking the first anniversary of the death of Dag Hammarskjold -- to include a live pickup from Europe via Telstar -- will be taped and portions carried on NBC News broadcasts Monday, Sept. 17 on the NBC-TV Network.

The special program will consist of two parts: a transmission to Paris and a return transmission to the United States between 11:49 a.m. and 12:19 p.m. EDT, the period when the satellite is in position to send and receive between the continents.

The U.S.-to-Europe program will be on tape. It will consist of remarks by Acting U. N. Secretary General U Thant and U. N. General Assembly President Mongi Slim. Mrs. Alva Myrdal, president of the Dag Hammarskjold Foundation, will present a plaque to the U. N.

The return program from Paris will be live. It will include ceremonies at UNESCO House in Paris, with remarks by Rene Maheu, director general of UNESCO. A live pickup from Upsala, Sweden, will show Hammarskjold's house and his tomb.

NBC News will carry portions of the U. N. program on "NBC News Day Report" at 12:55 p.m. EDT. Highlights will also be seen on other regular NBC News TV shows during the day.

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September 14, 1962

NBC NEWS SPECIAL PROGRAM TO PRESENT HIGHLIGHTS OF CEREMONY MARKING CENTENNIAL OF EMANCIPATION PROCLAMATION

NBC News will broadcast taped highlights of a ceremony in Washington marking the centennial of the Emancipation Proclamation on a special NBC-TV program Saturday, Sept. 22 from 12:30 p.m. to 1 p.m. EDT.

The ceremony will take place about 11 o'clock that morning on the steps of the Lincoln Memorial. New York's Gov. Nelson A. Rockefeller will present a copy of Lincoln's famous document to Adlai E. Stevenson, former governor of Illinois and now U. S. representative to the United Nations. Mahalia Jackson, the spiritual singer, will also take part in the ceremony.

(This special program will pre-empt "Watch Mr. Wizard.")

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September 14, 1962

PREMIERE

VERA MILES PLAYS ACCUSED KILLER FACING PSYCHIATRIC KILLER IN FIRST EPISODE OF 'THE ELEVENTH HOUR'

Guest star Vera Miles portrays a woman charged with murder who pleads innocent by reason of insanity and is ordered to undergo psychiatric examination in the premiere episode of NBC-TV's "The Eleventh Hour" series Wednesday, Oct. 3 (10-11 p.m. EDT).

Series star Wendell Corey portrays Dr. Theodore Bassett, noted forensic psychiatrist dedicated to helping the mentally ill.

This episode, titled "Ann Costigan: A Duel on a Field of White," also features Murray Hamilton, Carl Benton Reid, Roger Perry, Nelson Olmsted and Anne Seymour (a star of "Empire," new full-hour NBC-TV color series).

The court appoints Dr. Bassett to administer tests to determine the mental condition of Ann Costigan (Miss Miles), accused of pushing her husband to his death. Insanity is indicated, but Bassett is still hounded by an element of doubt, even after questioning her under sodium amatal, a truth serum.

In a climactic scene demonstrating the use of post-hypnotic suggestion, Bassett hypnotizes the woman and orders her to her room, there to pick up scissors on her dresser and, if she did willfully, knowingly push her husband off a cliff, to cut her long hair short. When she returns to Dr. Bassett's office, he knows the report he has already completed is correct.

(more)

Hamilton is cast as Walter Enley Reid as the judge, Perry as Dr. Edward Alden, an interne who aids with the tests; Olmsted as Dr. Kendall and Miss Seymour as Mrs. Anderson, a psychologist. (Series star Jack Ging, who plays Dr. Bassett's associate, Dr. Paul Graham, does not appear in this episode.)

This episode was written by Harry Julian Fink, creator of the series. It was directed by Fielder Cook and produced by Herbert Hirschman. Norman Felton is executive producer of "The Eleventh Hour" for Arena Productions.

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NBC-New York, 9/14/62

JACK TRACY
ROOM 320

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NBC TRADE NEWS

September 17, 1962

PRINCE MATCHABELLI INC., A DIVISION OF CHESEBROUGH-POND'S,
WILL SPONSOR PHYSICAL EXERCISE SEGMENTS ON "TODAY";
JOHN HILLS, NOTED ATHLETIC DIRECTOR, HEADS FEATURE

Physical education expert John Hills will provide viewers of NBC-TV's "Today" show with exercises without exhaustion to improve their physical fitness when he becomes a regular feature on the program starting Monday, Oct. 1.

Hills will be seen several times a week during the 8:30 to 9 a.m. EDT segment of the Monday through Friday, 7-9 a.m. EDT series. The Hills segment will be sponsored by Prince Matchabelli Inc., a division of Chesebrough-Pond's Inc., through the J. Walter Thompson Company advertising agency.

Hills will present exercises to develop body tone, posture, proportions, weight and general health in both men and women. He will also demonstrate exercises that will prepare viewers for various sports and other physical activity as well as special exercises for the convalescent and pre-natal and post-natal calisthenics.

Though he has developed nearly 150 different exercises for these special problems, none requires any equipment other than such ordinary household items as chairs, books or towels.

Exercises of special interest to men will keep in mind that most of "Today's" male viewers are on their way to work. Therefore, Hills will give them exercises that can be done by men dressed for the office.

(more)

A native of Columbus, Ohio, Hills attended Ohio State University. Though always interested in sports, especially aquatics, it was the result of an accident shortly after he entered the Navy in World War II that led Hills to a career in physical education. While chlorinating a pool, he was overcome by chlorine gas and was hospitalized. He received a medical discharge and returned to Columbus where he began attending sessions at a physical rehabilitation center. Before long, Hills himself became an instructor and was helping others to lead active lives.

He then joined the Columbus Athletic Club as its athletic director and for the next 12 years headed the club's entire athletic program for its members and their families.

He made his television debut in 1955 with a once-a-week exercise program on a local Columbus station. As a result of many letters from viewers who wanted the program made a daily feature, his series was soon expanded to a Monday-through-Friday morning feature titled "Slimnastics."

In 1958 Hills' series moved to Pittsburgh where it was seen on local TV on a daily basis. Three years later, his program moved to WIIC, NBC-TV's affiliate in Pittsburgh, where it is still being seen daily (on tape). During the past year, Hills' "Slimnastics" series was also broadcast over WNBC-TV in New York.

Hills, is married, has a teenaged son and daughter, and now lives in Englewood, N. J.

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NBC-New York, 9/17/62

September 17, 1962

NBC NEWS TO PRESENT TV SPECIAL ON 'THE CHOSEN CHILD,'
A STUDY OF ADOPTION; JOHN CHANCELLOR IS NARRATOR

A study of adoption -- the happy side, where a childless couple welcome a son into their home, and the tragic side, where for various reasons children grow up without families -- will be told on "The Chosen Child," a full-hour NBC News TV special. (Air date will be announced).

With John Chancellor as narrator, viewers will follow a couple in their search for a child. They are Sam and Joan Agosta; he is an auto mechanic.

They have been married five years and have had no children. In an intimate interview with an adoption case-worker, the man and wife discuss their emotions, their hopes, their reasons for wanting a child.

They visit their pastor, then an adoption agency. The search for the child is on.

Mrs. Aileen Ostazeski, supervisor of the adoption unit of the Department of Family and Child Welfare of the County of Westchester in New York, explains the mechanics of adoption and the type of couples who adopt children.

Some children cannot be adopted for medical reasons. As the camera shows the youngsters at play, Chancellor explains:

(more)

"Richard's blood does not clot correctly. To him, a simple injury could be a catastrophe. Frank is deaf. Carol is a slow child... Robert's brother had muscular dystrophy. He may have it, too. No one knows.

"Agnes was born with a heart that doesn't work as it should. Perhaps a surgeon could repair it. But now Agnes waits with the others."

Adopting a child with a physical handicap requires an extraordinary parent. It involves expense and heartbreak. A wife who adopted a retarded boy says, "These children need love and require love as much as any other child -- and they give it back to you just twicefold."

The program shows scenes of children penned-up in a hospital ward, nets strung over their cribs to keep them from climbing out. Most have never been outdoors because there are not enough social workers or nurses to take them. They have not learned to walk or play and so they wait, and they grow.

One woman adopted a child not legally surrendered by its natural mother. She tells of her grief and loss when the infant's mother asked for her baby back.

The cameras sit in briefly on an adoption agency placement meeting where the decision is made to place a son with the Agosta's. And in a room at the adoption agency, Sam and Joan Agosta meet Sam Jr. The choosing is done.

"The Chosen Child" was produced by Robert Northshield and directed by Frank DeFelitta The program was written by both.

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NBC-New York, 9/17/62

September 17, 1962

"HERE'S HOLLYWOOD" STARTING THIRD YEAR ON NBC-TV

"Here's Hollywood," daytime celebrity showcase which begins its third year on NBC-TV Wednesday, Sept. 26, has interviewed more than 500 showbusiness personalities since its premiere in 1960.

Jack Linkletter and Helen O'Connell, current stars and co-hosts of the Monday-through-Friday program (4:30-4:55 p.m. EDT), conduct the informal chats.

Stars of motion pictures, television and stage who have chatted informally for "Here's Hollywood" viewers include:

The Harold Lloyds, Merle Oberon, Mary Pickford, Karl Malden, Randolph Scott, Olivia De Havilland, Myrna Loy, Jeff Hunter, Terry-Thomas, Gregory Peck, Sandra Dee, Bobby Darin, Suzy Parker, Bob Hope, Anna Kashfi, Curt Jurgens, Bette Davis and Robert Mitchum. Many of the guests are rarely seen on television and the program marked the first TV appearance for some.

"Here's Hollywood" has not confined itself to shooting exclusively in the cinema capital. Peer Oppenheimer, executive producer, and Jack Linkletter have flown to foreign locations to interview stars. Among those they talked with overseas were Melina Mercouri, Simone Signoret, William Holden, Leslie Caron, Christine Kaufmann, Dirk Bogarde and Gina Lollobrigida.

They also interviewed headliners in Paris, Rome, West Berlin, Hawaii, Alaska, London, Monte Carlo, Madrid, Nice, Munich, Tokyo and

(more)

Kyoto, Japan. Some overseas locations have been visited more than once. Closer to home they have interviewed in New York, Atlanta and Las Vegas.

The program has never had a repeat show since going on the air.

"Here's Hollywood" usually consists of two interviews but on occasion one personality occupies the entire show.

Singer Roberta Lynn and comedian Marty Ingels will be interviewed on the Sept. 26 anniversary date of "Here's Hollywood."

William Kayden is the producer.

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NBC-New York, 9/17/62

NBC COLOR TELEVISION NEWS

September 17, 1962

WRITING AND PRODUCTION ASSIGNEMENTS MADE
FOR PAT BOONE'S THANKSGIVING SPECIAL

Producer Roger Gimbel has signed Sheldon Keller and Saul Ilson as writers for "The Pat Boone Thanksgiving Special" to be broadcast in color on NBC-TV Thursday, Nov. 22 (5:30-6:30 p.m. EST).

Other assignments are Jay Krause, art director; Bill Brown, choral director; Vic Shoen conductor; Jack Regas, choreographer; and Suzy Pelsang, production assistant.

Gregg Garrison directs, as previously announced.

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CREDITS FOR 'NATIONAL FOOTBALL LEAGUE HIGHLIGHTS' ON NBC-TV ON SATURDAYS DURING 1962 SEASON

Time:	NBC-TV Network, 14 Saturdays -- Sept. 22 through Dec. 22 (5 to 5:30 p.m. NYT).
Format:	Filmed highlights of all of the previous Sunday's seven National Football League games.
Commentator:	Jim Leaming.
Executive producer:	Dan Wise.
Production supervisor:	Conley Benfield.
Director:	Joe Arnold.
Film editors:	Ron Kentrus, Bob Fitzsimmons, Jon Hilson and Bill McMillan.
Packager:	Tel Ra Productions.
Sponsors (and agencies):	Mennen Company (Grey Advertising Inc.), Chesebrough-Pond's Inc. (Norman, Craig & Kummel Inc.), R. J. Reynolds Tobacco Company (William Esty Company), Skill Corporation (Fuller & Smith & Ross Inc.).
NBC Press representative:	Bob Goldwater, New York.

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NBC-New York, 9/17/62

NBC COLOR TELEVISION NEWS

September 17, 1962

NEW SEASON MARKS PERRY COMO'S 8TH YEAR OF NBC-TV HOUR SHOWS

- - -

His 'TV Family' Again Highlighted on 'Kraft Music Hall' Programs

Perry Como, who surrounded himself with a "TV family" last season, will continue to blend the group's talents with his own and those of top-name guest stars when he resumes the color broadcasts of "Perry Como's Kraft Music Hall" on NBC-TV Wednesday, Oct. 3 (9-10 p.m. NYT). As announced, guests on the premiere program will be golfing greats Arnold Palmer, Gary Player and Jack Nicklaus.

The 1962-63 season will mark the start of Como's eighth year of full-hour NBC-TV shows, his fourth year of color broadcasts for the same sponsor and his 15th year as a TV performer -- a career he began when his three-times-a-week NBC Radio series (that premiered in 1944) also was presented on NBC-TV beginning in 1948.

Como's "TV family" consists of the zany and multi-talented group known as the Music Hall Players, which includes Don Adams, Kaye Ballard, Jack Duffy, Sandy Stewart and Pierre Olaf (its newest member).

Also joining Como for the 1962-63 series will be the same staff and production crew that have so importantly contributed to the show's success during past seasons. The writing staff, headed by Goodman Ace, includes Selma Diamond, Jay Burton, Frank Peppiatt and John Aylesworth. Ace and Burton have written for Como during six of the past seven years. The other writers joined them in 1960.

(more)

The production team will again include producer Nick Vanoff and director Dwight Hemion, both of whom joined the show at the start of the 1960-61 season, and associate producer Henry Howard, who has worked with Como for many years. Also returning will be music director Mitchell Ayres and choral director Ray Charles, who have respectively been associated with Como for 14 and 15 years; choreographer Peter Gennaro, who joined the show in 1960; scenic designer Gary Smith, who won an Emmy-award for his work on the series last season, and Frank Gallop, the show's narrator for the past seven years. (NOTE: Carol Haney will be choreographer for the first five shows while Peter Gennaro fulfills a Broadway musical assignment.)

"Perry Como's Kraft Music Hall," a Roncom Production, will again be sponsored by Kraft Foods Division of National Dairy Products Corporation. J. Walter Thompson Company is agency for the sponsor.

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NBC-New York, 9/17/62

NBC COLOR TELEVISION NEWS

September 17, 1962

CREDITS FOR "PERRY COMO'S KRAFT MUSIC HALL" ON NBC-TV

Time:	NBC-TV Network color broadcasts, Wednesdays (9-10 p.m. NYT); 1962-63 season starts Oct. 3.
Star:	Perry Como
Format:	Musical-variety series with songs, comedy and dancing, and showbusiness and sports headliners as guest stars.
Cast:	The Music Hall Players -- Don Adams, Kaye Ballard, Jack Duffy, Sandy Stewart and Pierre Olaf -- Frank Gallop, the Mitchell Ayres Orchestra, the Ray Charles Singers and the Peter Gennaro Dancers.
Producer:	Nick Vanoff
Director:	Dwight Hemion
Associate Producer:	Henry Howard
Writers:	Goodman Ace, with Selma Diamond, Jay Burton, Frank Peppiatt and John Aylesworth
Music Director:	Mitchell Ayres
Choral Director:	Ray Charles
Choreographers:	Carol Haney for the first five shows, and then Peter Gennaro (starting Nov. 14)
Scenic Designer:	Gary Smith
Unit Manager:	James Fox
Costumes:	Michi
Produced by	Roncom Productions

(more)

2 - Credits for "Perry Como's Kraft Music Hall"

Theme Songs:	(Opening) "Dream Along with Me" composed by Carl Sigman; (Closing) "You Are Never Far Away from Me" composed by Robert Allen and Allen Roberts.
Sponsor (and Agency):	Kraft Foods Division of National Dairy Products Corporation (J. Walter Thompson Company)
Origination:	NBC Color Studios, Brooklyn, N. Y.
NBC Press Representatives:	Al Cammann (New York); Bob Bowen (Burbank).

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NBC-New York, 9/17/62

September 17, 1962

'THE LORETTA YOUNG THEATRE'
- - -
Drama Series on NBC-TV

Variety is the theme of "The Loretta Young Theatre," Monday-through-Friday series on NBC-TV, to be presented in a new time period -- 3 to 3:30 p.m. NYT -- starting Monday, Oct. 1.

The filmed series, which features repeat programs from the nighttime "Loretta Young Show" formerly on NBC-TV, varies each day -- drama, comedy, suspense, human interest, family stories -- with a wide diversity also in setting and period.

Miss Young appears in the majority of stories in her series. Her varied characters may range from "plain Janes" to chic career girls, from a Norwegian farm girl to a glamorous Egyptian queen, from a hip-swinging waitress to a serene nun.

Leading roles opposite Miss Young, and in other stories in which she does not appear, are played by guest stars. Among the top performers seen in the series in recent months are Hugh O'Brian, Eddie Albert, Ricardo Montalban, Craig Stevens, Virginia Mayo, Hume Cronyn, Laraine Day and Gary Merrill.

John London is the producer of "The Loretta Young Theatre," which has been a NBC-TV daytime feature since Feb. 8, 1960.

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CREDITS FOR 'THE LORETTA YOUNG THEATRE' ON NBC-TV

Time:	NBC-TV Network, Monday through Friday, 3 to 3:30 p.m. EDT, (new time period starting Monday, Oct. 1).
Format:	Filmed drama series presenting repeat programs for the nighttime "Loretta Young Show" formerly on NBC-TV. Each half-hour drama is a complete story.
Producer:	John London.
Associate Producer and Story Editor:	Ruth Roberts
Writers:	Various
Premiere Date:	Feb. 8, 1960.
Sponsors:	Various
NBC Press representatives:	Bob Goldwater, New York, and Bill Faith Burbank.

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NBC-New York, 9/17/62

JACK TRACY
ROOM 320

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NBC TRADE NEWS

September 18, 1962

GILLETTE AND CHRYSLER WILL CO-SPONSOR WORLD SERIES
COVERAGE BY NBC-TV (IN COLOR) AND NBC RADIO

The nation's number one sports attraction -- the World Series -- will be covered by the NBC Television Network for the 16th consecutive year when baseball's Fall classic starts Wednesday, Oct. 3. The NBC Radio Network also will carry the entire Series.

All games will be televised in color for the fourth straight year. This year's color coverage is part of the NBC-TV "Color Week."

Co-sponsors of NBC's television and radio coverage will be the Gillette Safety Razor Company (through Maxon Inc.), and Chrysler Corporation (through Leo Burnett Company Inc.).

With the Los Angeles Dodgers leading in the National League and the New York Yankees ahead in the American League, the first coast-to-coast team competition in World Series history is a possibility.

The Series opens in the park of the National League champion, shifts after two games to the park of the American League pennant-winner, and returns to the N.L. park if games six and seven are needed to decide the best-four-of-seven competition. A Los Angeles-New York World Series would result in the following schedule:

(more)

2 - World Series

Games 1 and 2 -- at Dodger Stadium, Los Angeles, on Wednesday and Thursday, Oct. 3 and 4

Games 3, 4 and (if necessary) 5 -- at Yankee Stadium, New York, on Saturday, Sunday and Monday, Oct. 6, 7 and 8.

Games 6 and 7 (if necessary) -- at Dodger Stadium on Wednesday and Thursday, Oct. 10 and 11.

The schedule calls for open dates for travel on Oct. 5 between games 2-3, and on Oct. 9 between games 5-6.

TV and radio times for Los Angeles games would be 3:45 p.m. EDT (12:45 p.m. PDT), 15 minutes before game time. Air times for New York games would be 12:45 p.m. EDT on Oct. 6 and 8, and 1:45 p.m. EDT Sunday, Oct. 7.

Should the San Francisco Giants, Cincinnati Reds or Minnesota Twins overtake the leaders, the playing dates would remain the same, but starting times would differ.

NBC has been covering the World Series on television every year since 1947, and on radio every year since 1957. The entire classic was televised in color in 1955, when one color mobile unit was able to cover both ends of an all-New York Series, and in 1959, 1960 and 1961 when color mobile units were available in each city. Two color units will be used this year.

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NBC-New York, 9/18/62

NBC COLOR TELEVISION NEWS

September 18, 1962

DISHONEST PRACTICES IN CONSTRUCTION OF INTERSTATE HIGHWAYS
FORM TOPIC OF FULL-HOUR NBC NEWS COLOR TV SPECIAL
OPENING SEASON OF "DAVID BRINKLEY'S JOURNAL"

The swindles, fraud and thievery that surround the Interstate Highway Program will be probed by David Brinkley in an NBC News full-hour color special Monday, Oct. 1 on the NBC-TV Network (10-11 p.m. NYT). The program will be an NBC "Color Week" feature.

Brinkley says the nation's highway projects are costing some 41 billion dollars, with a large amount finding its way into the pockets of highway officials, contractors, inspectors and others.

The program is titled "The Great Highway Robbery" and will serve as the new season's premiere edition of "David Brinkley's Journal" which, during the rest of the season, will run as a half-hour series (10-10:30 p.m. NYT).

"Wherever probers have looked, they've found scandals, irregularities, fraud and thieving," Brinkley says. "Thirty-one states have been investigated either by state legislative committees, the FBI, the Government Accounting Office or the Congressional investigating committee headed by Rep. John A. Blatnick (D.-Minn.)."

(more)

The "Journal" film crews found roads built to "nowhere," new highways falling apart because of cheating on specifications, costly interchanges leading to phantom towns, dishonest appraisals of right-of-way properties, payola, falsified records, shakedowns and numerous shenanigans.

Brinkley interviews Rep. Blatnik and Rex M. Whitton, head of the Bureau of Public Roads. The latter comments that stealing will continue as long as there is a Federal Highway Program of this size.

The show was filmed in New Mexico, Oklahoma and Florida. In Florida, state highway inspectors tell how and why they took bribes from contractors and why they see nothing wrong with this policy.

One foreman admits mixing salt water in concrete poured on a $6,500,000 bridge which spans Tampa Bay. The salt water saved his firm $65,000 but the bridge failed all strength tests.

In Oklahoma, Brinkley shows a 13-mile highway where materials worth more than a half-million dollars were paid for and never put into the roadway. And the material that was used was faulty.

Lordsburg, N.M., has a road scandal on its front street. The contractor on the road project that bisects the town had so much political influence, he could get state inspectors fired. As a result, inspection was a farce. On the day the state accepted the job, there were 16 potholes on the four-mile stretch. The roadbed, experts say, will have to be torn up and rebuilt.

While filming the show this past summer, "Journal" crews repeatedly ran into opposition and obstacles. In Florida, one contractor threatened to "run Brinkley off the air" unless the program was dropped.

(more)

When the "Journal" crew arrived in Lordsburg, three parked cars blocked off a concrete apron that had collapsed the day the highway was accepted by the state. It had been built too thin, contrary to specifications. The unidentified cars hampered filming.

In Santa Fe., N.M., the contractor who had built the Lordsburg project was irate over criticism of his work. He offered to sound off before "Journal" cameras. But just before the filming, he dropped dead.

In Oklahoma, a highway official who had testified to wrongdoing before the Blatnik Committee and was still on the job, ordered highway employees not to talk. Producer Ted Yates, who directed filming of the program, said, "I walked into a meeting he called, just in time to hear him issue these instructions."

Brinkley says no one can estimate precisely how many billions of tax dollars are involved in highway scandals across the country. "But we show that kited and phantom appraisals in right-of-way alone will raise the cost of our highway program by at least two billion dollars. And some investigators estimate that on the 41,000 mile Interstate Highway System, taxpayers are being swindled to the tune of $4,000 a mile."

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NBC-New York, 9/18/62

NBC-TV NETWORK WILL BROADCAST MORE THAN 66 HOURS OF COLOR SHOWS--AVERAGING OVER 9 HOURS DAILY--IN FIRST 'COLOR WEEK' OF 1962-63 SEASON

- - -

Color Coverage of World Series Highlights Daytime Schedule

More than 66 hours of color programming, an average of over nine hours per day, will inaugurate the first NBC-TV "Color Week," of the 1962-63 season, Monday, Oct. 1 through Sunday, Oct. 7.

Every nighttime network program (with but five exceptions) will be broadcast in color during "Color Week." This will account for 29 3/4 hours, or 89% of NBC-TV's total nighttime schedule.

NBC-TV's daytime schedule during "Color Week" will be highlighted by tint coverage of the World Series, scheduled to begin Wednesday, Oct. 3. Almost 37 hours of daytime color are planned, with "Say When," "Truth or Consequences," "Young Dr. Malone" and "Here's Hollywood" joining the other network daytime programs regularly shown in color.

Following is a schedule of NBC-TV programs to be broadcast in color Oct. 1 through Oct. 7 (all times EDT):

Monday, Oct. 1

6:30-7 a.m. -- "Continental Classroom" course in American Government

10-10:25 a.m. -- "Say When"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

(more)

Monday, Oct. 1 (Cont'd)

12 noon-12:30 p.m.	--	"Your First Impression"
12:30-12:55 p.m.	--	"Truth or Consequences"
2-2:55 p.m.	--	"The Merv Griffin Show"
3:30-4 p.m.	--	"Young Doctor Malone"
4:30-4:55 p.m.	--	"Here's Hollywood"
7:30-8:30 p.m.	--	"It's a Man's World"
8:30-9:30 p.m.	--	"Saints and Sinners"
9:30-10 p.m.	--	"The Price Is Right"
10-11 p.m.	--	"David Brinkley's Journal"
11:15 p.m.-1 a.m.	--	"The Tonight Show Starring Johnny Carson"

Tuesday, Oct. 2

6:30-7 a.m.	--	"Continental Classroom" course in American Government
10-10:25 a.m.	--	"Say When"
10:30-11 a.m.	--	"Play Your Hunch"
11-11:30 a.m.	--	"The Price Is Right"
12 noon-12:30 p.m.	--	"Your First Impression"
12:30-12:55 p.m.	--	"Truth or Consequences"
2-2:55 p.m.	--	"The Merv Griffin Show"
3:30-4 p.m.	--	"Young Doctor Malone"
4:30-4:55 p.m.	--	"Here's Hollywood"
7:30-8:30 p.m.	--	"Laramie"
8:30-9:30 p.m.	--	"Empire"
11:15 p.m.-1 a.m.	--	"The Tonight Show Starring Johnny Carson"

Wednesday, Oct. 3

6:30-7 a.m.	--	"Continental Classroom" course in American Government
10-10:25 a.m.	--	"Say When"
10:30-11 a.m.	--	"Play Your Hunch"

(more)

Wednesday, Oct. 3 (Cont'd)

11-11:30 a.m.	--	"The Price Is Right"
12 noon-12:30 p.m.	--	"Your First Impression"
12:30-12:55 p.m.	--	"Truth or Consequences"
2-2:55 p.m.	--	"The New Merv Griffin Show"
*3:30-3:45 p.m.	--	"World Series Spotlight"
*3:45 p.m. to conclusion	--	1962 World Series, Game One
7:30-9 p.m.	--	"Throw a Long Rope" on "The Virginian"
9-10 p.m.	--	"Perry Como's Kraft Music Hall"
11:15 p.m.-1 a.m.	--	"The Tonight Show Starring Johnny Carson"

Thursday, Oct. 4

6:30-7 a.m.	--	"Continental Classroom" course in American Government
10-10:25 a.m.	--	"Say When"
10:30-11 a.m.	--	"Play Your Hunch"
11-11:30 a.m.	--	"The Price Is Right"
12 noon-12:30 p.m.	--	"Your First Impression"
12:30-12:55 p.m.	--	"Truth or Consequences"
2-2:55 p.m.	--	"The Merv Griffin Show"
*3:30-3:45 p.m.	--	"World Series Spotlight"
*3:45 p.m. to conclusion	--	1962 World Series, Game Two
7:30-8:30 p.m.	--	"Wide Country"
8:30-9:30 p.m.	--	"Dr. Kildare"
9:30-10 p.m.	--	"Hazel"
10-11 p.m.	--	"The Andy Williams Show"
11:15 p.m.-1 a.m.	--	"The Tonight Show Starring Johnny Carson"

(more)

Friday, Oct. 5

6:30-7 a.m.	--	"Continental Classroom" course in American Government
10-10:25 a.m.	--	"Say When"
10:30-11 a.m.	--	"Play Your Hunch"
11-11:30 a.m.	--	"The Price Is Right"
12 noon-12:30 p.m.	--	"Your First Impression"
12:30-12:55 p.m.	--	"Truth or Consequences"
2-2:55 p.m.	--	"The Merv Griffin Show"
3:30-4 p.m.	--	"Young Doctor Malone"
4:30-4:55 p.m.	--	"Here's Hollywood"
7:30-8:30 p.m.	--	"International Showtime"
8:30-9:30 p.m.	--	"Sing Along with Mitch"
10-11 p.m.	--	"The Jack Paar Show"
11:15 p.m.-1 a.m.	--	"The Tonight Show Starring Johnny Carson"

Saturday, Oct. 6

9:30-10 a.m.	--	"Ruff 'n' Reddy"
10-10:30 a.m.	--	"The Shari Lewis Show"
10:30-11 a.m.	--	"King Leonardo"
*12:30-12:45 p.m.	--	"World Series Spotlight"
*12:45 p.m.-conclusion	--	1962 World Series, Game Three
7:30-8:30 p.m.	--	"Sam Benedict"
8:30-9 p.m.	--	"The New Joey Bishop Show"
9-11 p.m.	--	"The Egyptian" on "Saturday Night at the Movies"

(more)

Sunday, Oct. 7

*1:30-1:45 p.m.	--	"World Series Spotlight"
*1:45 p.m. to conclusion	--	1962 World Series, Game Four
6-6:30 p.m.	--	"Meet the Press"
7:30-8:30 p.m.	--	Part Two of "Escapade in Florence" on "Walt Disney's Wonderful World of Color"
9-10 p.m.	--	"Bonanza"
10-11 p.m.	--	"Big Deal in Laredo" on "Du Pont Show of the Week"

* - subject to change

(EDITOR'S NOTE: In many areas, the schedule for Oct. 1-7 will be supplemented by local station color broadcasts.)

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NBC-New York, 9/18/62

NBC COLOR TELEVISION NEWS
PREMIERE
September 18, 1962

A 'ONE-WOMAN' SHOW BY DINAH SHORE SUNDAY, OCT. 14, WILL OPEN HER COLOR BROADCAST SEASON ON NBC-TV

Dinah Shore sings a heartfelt program of blues, ballads and spirituals in her first "one-woman" television appearance Sunday, Oct. 14 (10-11 p.m. EDT) -- the 1962-63 color broadcast premiere of "The Dinah Shore Show" on NBC-TV.

She will perform in a single apricot-colored gown, without guest stars, without dancers and with only brief assistance from the Even Half Dozen singers. Backed by Frank DeVol and his orchestra and by the piano of her long-time accompanist Ticker Freeman, Dinah will sing 32 songs in a wide range of mood and tempo drawn from her distinguished career as a vocal artist.

Marking her 12th consecutive season on NBC-TV and her return to Sunday nights (an evening she was identified with from 1957 until last season), Dinah will be hostess and star of nine once-a-month specials sponsored in full by the Sperry & Hutchinson Company, distributors of S&H Green Stamps.

Dinah's solo TV performance is the outgrowth of her personal wish "to do one show in which I can just sing and sing and sing" and many requests she has received to re-create for the TV audience her recent successful nightclub act.

At the close of the last television season, Dinah opened at the Eden Roc in Miami and then at the Riviera in Las Vegas to

(more)

enthusiastic reviews. One critic coined the phrase "Dinah-night" to describe the standing ovation she received in Las Vegas.

Dinah, who takes pride in her efforts to bring fresh and stimulating programming to TV, first went on the air with a 15-minute program in the Fall of 1951. In 1956, she starred in her first full-hour color broadcast and in six succeeding seasons has had her share of TV firsts. Some of the highlights include the introduction of Yves Montand and Ingemar Johannson to TV, the presentation of an all-Japanese revue, the origination of segments from abroad, color filming in Denmark, France, Spain and Portugal, and recently her launching the TV phase of President Kennedy's physical fitness program.

George Schlatter is the producer and Dean Whitmore the director of "The Dinah Shore Show" seasonal premiere. Mort Lachman is the writer, Nick Castle the choreographer and Carolyn Raskin, the associate producer. The program was taped before an audience at NBC's Color City in Burbank.

The series is produced by Sewanee Productions (of which Henry Jaffe is executive producer), in association with NBC. The agency for S&H Green Stamps is Sullivan, Stauffer, Colwell & Bayles Inc.

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NBC-New York, 9/18/62

RECORD CROWD ACCLAIMS RICHARD CHAMBERLAIN ON BALTIMORE VISIT

Richard Chamberlain created a furor when he appeared in Baltimore's "I Am an American Day" parade on Sunday, Sept. 16. The star of the NBC-TV "Dr. Kildare" series was given an "Honorary Citizenship" of Maryland by Governor J. Millard Tawes for his part in turning out a crowd of half a million people. According to police estimates, this was far in excess of any turnout in the 23-year history of the parade in Baltimore.

Chamberlain was so sought after by the crowd that it became necessary to remove him from the platform. A phalanx of mounted horses was employed to make a path through the crowd for Chamberlain to reach a car. An attempt to bring him to the home of the police chief failed when the crowd continued to break police lines and it was finally necessary to take him to the harbor and put him aboard a boat to get him safe from the admiring crowd.

This appearance was part of a full week of touring to promote the "Dr. Kildare" program now in its second season on NBC-TV (Thursdays, 8:30-9:30 p.m. NYT).

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NBC-New York, 9/18/62

NBC COLOR TELEVISION NEWS

September 18, 1962

'MEET THE PRESS': PIONEER PRESS CONFERENCE OF THE AIR

"Meet the Press" is the pioneer press conference of the air. It was the first of its kind on radio (Oct. 5, 1945) and again the first on television (NBC-TV, Nov. 6, 1947). Today it is the oldest weekly public service program on television and one of the oldest programs of any type in that medium. It is credited with contributing a form of electronic journalism which is now an important part of the American free press.

The program is broadcast in color live each Sunday at 6 p.m. NYT on NBC-TV and broadcast a half-hour later on the NBC Radio Network. It is conducted as a press conference with four newsmen questioning an important guest. The program is a Public Affairs presentation of NBC News and is broadcast 52 weeks a year.

"Meet the Press" was the idea of Lawrence E. Spivak who developed and co-produced the program with Martha Rountree. In 1953, Spivak purchased her interest and she retired from the program. In 1955, he sold "Meet the Press" to NBC and continued as producer and panelist under a long-term contract.

Since its inception "Meet the Press" has interviewed leaders in all walks of life from throughout the world. Among them: President John F. Kennedy, Vice President Lyndon B. Johnson, Prime Minister Jawaharlal Nehru of India, Chancellor Konrad Adenauer of Germany, Soviet First Deputy Premier Anastas Mikoyan, Cuban Premier Fidel Castro, the late Secretary General of the United Nations Dag Hammarskjold, Mayor

(more)

Willy Brandt of Berlin, Leader of the British Labor Party Hugh Gaitskill, Mrs. Franklin D. Roosevelt, U. S. Ambassador to the United Nations Adlai Stevenson, the late Secretary of State John Foster Dulles, Secretary of State Dean Rusk, Secretary of the Treasury Douglas Dillon, President Kwame Nkrumah of Ghana, former President of the Philippines Carols Garcia, former President of Argentina Arturo Frondizi, Lord Bertrand Russell, former Vice President Richard Nixon, the former British Prime Minister Anthony Eden, Indian Ambassador to the United Nations V. K. Krishna Menon, many United States Senators (including Mike Mansfield, Everett Dirksen, Hubert Humphrey, Barry Goldwater), poets Robert Frost and Carl Sandburg, Governor Nelson Rockefeller, and labor leaders George Meany, James Hoffa and Walter Reuther.

The program has played a significant role in the important events of the last 15 years and is credited with making more front-page news than any program in the history of radio and television.

It was on "Meet the Press" that Whittaker Chambers, for the first time without Congressional immunity, branded Alger Hiss a Communist and started the chain of events that led to the eventual conviction of Hiss for perjury.

It was on "Meet the Press" that Governor Dewey announced his withdrawal from the 1952 Presidential race and endorsed General Eisenhower.

It was on "Meet the Press" that Senator Walter George called for the meeting of heads of state which resulted in the famed 1955 "summit" conference.

It was on "Meet the Press" in 1949 that Gen. Walter Bedell Smith gave the first public hint that the Russians might have an A-bomb, a fact ackowledged by the United States government a few months later.

(more)

It was on "Meet the Press" that Adlai Stevenson in 1952 sparked a grass-roots movement that ended in his winning the Democratic nomination for President. Jacob Arvey, who masterminded the strategy for the Stevenson nomination, said, "Were it not for 'Meet the Press,' Stevenson would never in my opinion have been considered as a candidate for the presidency."

It was on "Meet the Press" im 1959 that Anastas Mikoyan's mask of amiability fell off when, as a New York Times editorial said, "He lost most of his earlier gains in public relations by his disingenuousness in his television interview."

Robert F. Kennedy, appearing on the program, told listeners that his brother, the President, would "stand up" on Berlin even if it meant using nuclear weapons -- a statement published on front pages throughout the world.

"Meet the Press" today is seen and heard by millions. On occasion it is rebroadcast in many of the free nations of the world: England, Germany, Austria, Australia, Switzerland, Belgium and Mexico. The program has won every major award in its field, including the Peabody, Ohio State University, Look Magazine, Sylvania and Academy of Television Arts and Sciences honors.

The program has won high praise from leaders of various political groups.

On the occasion of the 10th anniversary of "Meet the Press" President Kennedy, then Senator, wrote, "I know of no other radio or television program which has become such a firm and widely respected institution in American public life..."

(more)

On the same occasion, former Vice President Richard M. Nixon wrote, "It has become an institution and a factor in the political thinking of our country."

Former U. N. Ambassador Henry Cabot Lodge wrote, "From the beginning of this program it was plain that you made an original contribution to radio and television. Your program has helped millions of people to become interested in public issues and to grasp their meaning."

Averell Harriman, former Governor of New York, and now Assistant Secretary of State: "You have the rare knack of anticipating the news before it happens, and thus you have built a tradition of alerting Americans about what is going to happen as well as informing them about what has happened. Your program is a vital public service."

Speaker of the House of Representatives John W. McCormack has written: "This program is a great contribution to the molding of sound public opinion in America."

The late John Foster Dulles, Secretary of State under President Eisenhower, once summed up the program in these words: "On controversial subjects it is easy to generate heat, but hard to generate light. 'Meet the Press' does a job of intellectual illumination. Probing is done by experts who are thorough but not antagonistic. Because the programs are wholly unrehearsed the responses are bound to be revealing."

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NBC-New York, 9/18/62

NBC COLOR TELEVISION NEWS

September 18, 1962

CREDITS FOR 'MEET THE PRESS' ON NBC-TV AND NBC RADIO

Program:	"Meet the Press"
Time:	Sundays, NBC-TV live color broadcasts, 6-6:30 p.m. NYT; on NBC Radio, 6:30-7 p.m. NYT.
Format:	Prominent figures in the news are interviewed by a panel of newsmen in unrehearsed press conferences.
Producer:	Lawrence E. Spivak
Associate Producer:	Betty Cole
Moderator:	Ned Brooks
Director:	Frank Slingland (Washington)
Technical Director:	Leon Chromak
Unit Managers:	Arthur Mills (Washington)
	Stan Losak (New York)
Production Supervisor:	George Heinemann
Premiere Dates:	NBC-TV Network, Nov. 20, 1947; NBC Radio May 4, 1952; (began on another radio network June 24, 1945)
Origination:	Washington and New York
NBC-TV Sponsor (and agency):	Wheeling Steel Corp. (Cunningham & Walsh Inc.)
NBC Press Representative:	Dick Connelly (New York)

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NBC COLOR TELEVISION NEWS

September 18, 1962

14 TOP-NAME MUSICIANS ARE SIGNED FOR WEEKLY CONDUCTING ASSIGNMENTS ON 'MERV GRIFFIN SHOW' COLOR BROADCASTS

In an unprecedented move for daytime television, Merv Griffin has signed a roster of 14 top-name musicians for weekly orchestra conducting assignments on "The Merv Griffin Show," NBC-TV's new daytime color series starting Monday, Oct. 1 (Monday-through-Friday, 2-2:55 p.m. EDT).

Griffin believes that a different top-name conductor each week will add to "the zip and sparkle" of the series of conversation, music, guest stars and "a measure of the unusual and unexpected" that will comprise the format.

The lineup of the veritable "Who's Who" of the music world and the starting dates of their weekly assignments follows:

Peter Nero	Oct. 1
Lionel Hampton	Oct. 8
Sammy Kaye	Oct. 15
Bob Crosby	Oct. 22
Les Elgart	Oct. 29
Gene Krupa	Nov. 5
Xavier Cugat	Nov. 12
Duke Ellington	Nov. 19
Si Zentner	Nov. 26
Al Hirt	Dec. 3
Stan Kenton	Dec. 10
Woody Herman	Dec. 17
Freddy Martin	Dec. 24
Ray McKinley	Dec. 31

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CAST AND CREDITS FOR 'BIG DEAL IN LAREDO,' ORIGINAL DRAMA IN COLOR ON 'DU PONT SHOW OF THE WEEK' SUNDAY, OCT. 7

Title:	"Big Deal in Laredo" on "Du Pont Show of the Week"
Date and Time:	NBC-TV color broadcast Sunday, Oct. 7 (10-11 p.m. EDT)
Starring:	Walter Matthau, John McGiver, Zachary Scott, Roland Winters and Teresa Wright
Original teleplay by	Sidney Carroll
Executive Producer:	Fielder Cook
Producer:	Jacqueline Babbin
Directed by	Fielder Cook
Original Music by	Wladimir Selinsky
Associate director:	Robert Hopkins
Assistant to the Producer:	Nora Ahern
Assistant to the Director:	Maureen Hesselroth
Scenic designer:	Jan Scott
Unit manager:	Jim Marooney
Costumes by	Noel Taylor
Make-up by	Bob Phillippe
Graphic arts:	Guy Fraumeni
Video:	Arnold Dick
Audio:	Jim Blaney
Lighting Director:	Alan Posage
Stage Managers:	Sam Kirshman and Norman Hall
Production by	The Directors Company

* * *

Origination:	NBC Color Studios, Brooklyn, N. Y., via color tape
Sponsor:	The Du Pont Company
Agency:	Batten, Barton, Durstine & Osborn Inc.
NBC Press Representatives:	Charlie Gregg, New York, and Bill Kiley, Burbank.

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THE CAST

Meredith.....Walter Matthau

C. P. Ballinger.....John McGiver

Habershaw.....Zachary Scott

Drummond.....Roland Winters

Mary.....Teresa Wright

Jackie.....John Megna

Dr. Scully.....William Hansen

Buford.....Arthur Hughes

Sam.....James Kenny

Wilcox.....Dana Elcar

Jason.....Allen Collins

Pete.....Keith Carsey

Stage Coach Driver.....Paul Sparer

* * *

THE STORY

"Big Deal in Laredo" is a suspenseful Western satire -- without guns or horses -- predicated on the greatest five-card poker hand in Texas history and "the biggest poker game that ever came down the pike." Four rugged Texas millionaires -- Habershaw (Zachary Scott), Drummond (Roland Winters), Buford (Arthur Hughes) and Wilcox (Dana Elcar) -- are engaged in a "blood" poker game in the back room of Laredo's Palomar Hotel. A transient farmer, Meredith (Walter Matthau) -- traveling with his wife, Mary (Teresa Wright), and young son, Jackie (John Megna) -- asks to watch. A compulsive gambler, Meredith can't resist joining the game. He is losing heavily until he draws a hand so fabulous that he bets every dollar he can scrape up on it. With $13,500 on the table, he collapses from a heart attack...

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NBC-New York, 9/18/62

CREDITS FOR 'THE ORDEAL OF WOODROW WILSON:

A PERSONAL MEMOIR BY HERBERT HOOVER,'

ON NBC-TV TUESDAY, SEPT. 25 (10:30-11 P.M. NYT)

Description:	An NBC Special Projects program in which former President Herbert Hoover tells the story of what he terms the "ordeal and tragedy" of Woodrow Wilson. Supplementing Mr. Hoover's on-camera and off-camera commentary are film footage and still photographs of the years 1917-1921, which illustrate President Wilson's hopes for a better world and the utter disillusion of those hopes. Mr. Hoover served three years directly under President Wilson in Washington and at the Peace Conference in Paris.
Produced by	James Nelson
Directed by	Robert K. Sharpe
Executive Producer:	Donald B. Hyatt
Edited by:	Silvio D'Alisera, Edward Powick, John Christophel
Associate Producer:	Robert L. Garthwaite
Unit Manager:	James Reina
Production Assistant:	Janice Freedman
Photography:	George Jacobson
Sound:	Seymour Wolen

* * *

Sponsor:	The Union Central Life Insurance Company
Agency:	Meldrum & Fewsmith Inc. of Cleveland

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NBC-New York, 9/18/62

JACK TRACY
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NBC TRADE NEWS

September 19, 1962

SCHOLL BUYS INTO TWO NBC-TV DAYTIME COLOR PROGRAMS:
'THE MERV GRIFFIN SHOW' AND 'PLAY YOUR HUNCH'

Scholl Manufacturing Company Inc., which began network television advertising this year, will participate on NBC-TV for the first time with sponsorship in "The Merv Griffin Show," which premieres Oct. 1, and in "Play Your Hunch," it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Scholl's weekly participation in these NBC-TV daytime programs will continue throughout the fourth quarter, starting Oct. 1 in "Play Your Hunch" and Oct. 3 in "The Merv Griffin Show." The primary product which Scholl will advertise is Zino-pads, for treatment of bunions, corns and callouses.

"The Merv Griffin Show" will be a Monday-through-Friday color feature, in the 2-2:55 p.m. NYT time period. "Play Your Hunch" is presented in color Monday-through-Friday, 10:30-11 a.m. NYT.

The Scholl order was placed through Donahue & Coe Inc.

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September 19, 1962

GENERAL MILLS AND AMERICAN TOBACCO CO. WILL CO-SPONSOR
'WORLD SERIES SPOTLIGHT' COLOR SHOWS ON NBC-TV

"World Series Spotlight," a 15-minute show with NBC sportscaster Bob Wolff as host, will be televised in color by the NBC-TV Network preceding each game of the 1962 World Series. The programs will begin (tentative time 3:30-3:45 p.m. EDT), 15 minutes before the start of each World Series color broadcast -- 30 minutes before game time -- starting Wednesday, Oct. 3.

Color coverage of the "World Series Spotlight" shows, as well as the World Series, is part of the NBC-TV "Color Week" Oct. 1-7.

The pre-game programs will be co-sponsored for the fourth straight year by General Mills Inc. (through Knox Reeves Advertising Inc.) and American Tobacco Company (through Sullivan, Stauffer, Colwell & Bayles Inc.).

"World Series Spotlight" will be taped each morning of a Series game in the city where that day's game is being played. Wolff, one of the commentators for NBC-TV's "Major League Baseball" games, will have baseball personalities as guests to give their views on the game coming up and, after the opener, on the previous day's action.

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Preceding the opening game, Wolff will present a scouting report on the teams. Filmed highlights of the game the day before will be shown after the first day.

Dan Wise will produce the program for Tel Ra Productions. Conley Benfield will direct, and Ron Kentrus and Jon Hilson will be the writers.

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NBC-New York, 9/19/62

September 19, 1962

NBC RADIO APPOINTS MANAGERS, SALES, IN TWO DIVISION OFFICES:
DAVID A. ENGLES (CENTRAL) AND PAUL C. HOLTER (WESTERN)

The appointments of David A. Engles as Manager, Sales, Central Office, NBC Radio Network, and Paul C. Holter as Manager, Sales, Western Office, NBC Radio Network, were announced today by William Fairbanks, Vice President, Sales, NBC Radio Network.

Effective Oct. 1, Mr. Engles assumes his new duties at NBC Radio's Central Division Sales offices in Chicago, while Mr. Holter takes on his new responsibilities at NBC Radio's Western Division sales offices in San Francisco.

Mr. Engles came to NBC in September, 1953, as Merchandising Manager for KNBC, the network's owned radio station in San Francisco. Previously he had operated his own food brokerage firm. In February, 1955, he was promoted to Manager of Advertising, Promotion and Merchandising at KNBC. In 1956 he was named Manager, Western Division Sales, NBC Radio Network.

Mr. Engles was born in Cleveland, Ohio. He, his wife and three children will be living in Chicago.

Mr. Holter has been an account executive in the San Francisco office of NBC Spot Sales since October, 1961. He came to NBC from Avery-Knodel Inc., media representatives, where he served three years as manager of that firm's San Francisco radio division. Earlier he spent two years as advertising and sales promotion manager for

(more)

W. J. Lancaster Co., a San Francisco appliance distributor and was an account executive for KJBS and KSFO, radio stations in San Francisco.

Mr. Holter attended the Peddi School in Hightstown, N. J., Wesleyan University, Middletown, Conn., and New York University Law School. He lives in Kent Woodlands, Marin County, Calif., with his wife and 15-year-old son.

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NBC-New York, 9/19/62

NBC NEWS SCORES WITH EARLIEST TV COVERAGE OF KENNEDY-McCORMACK DEMOCRATIC PRIMARY RESULTS IN MASSACHUSETTS RACE FOR SENATE

NBC News' TV coverage of results of the Massachusetts Democratic primary race between Edward M. Kennedy and Edward J. McCormack was well ahead of the other networks last night (Tuesday, Sept. 18).

As early as 8:35 p.m. EDT, NBC News correspondent Sander Vanocur, in a live report from Boston on the NBC-TV Network, said Kennedy was sweeping Massachusetts for the Democratic nomination as Senator. At 9:05 p.m. EDT, Vanocur said the contest was "a rout." Figures of the two candidates' votes at that point were shown. At 9:57 p.m. EDT, Vanocur said the only phase of the election still in doubt was when McCormack would concede. Returns presented showed Kennedy leading by a two-to-one margin.

First reports of the Kennedy landslide were presented on the other TV networks at about 10:06 p.m. EDT.

The NBC-TV Network was the first to show McCormack in his headquarters a moment after he conceded the election to his opponent. This live coverage was presented at 10:21 p.m. EDT.

Additional live coverage of the Kennedy victory continued periodically until 12:45 a.m. today (Wednesday, Sept. 19) when a special 15-minute report was presented, summarizing the results.

The coverage throughout the evening included results of the Republican primary contest for the Senate nomination between George Cabot Lodge and Laurence Curtis.

The NBC News coverage was under the supervision of Elmer Lower, General Manager, NBC News.

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NBC-New York, 9/19/62

NBC-TV NETWORK PROGRAM

FILMS OF NBC NEWS BROADCAST INCLUDING FIRST LIVE TELSTAR PICTURES, AND THREE 'BREAKTHROUGH' TV REPORTS, ARE PRESENTED TO LIBRARY OF CONGRESS

Films of a special NBC News program on July 10, which included the first television pictures relayed by Telstar, the communications satellite, and of the three NBC News "Breakthrough" special TV reports on important progress in the fight against disease, have been presented to the Library of Congress.

William B. Monroe Jr., Director, NBC News, Washington, made the presentation of the films to Dr. L. Quincy Mumford, Librarian of Congress.

The July 10 NBC News special showed television pictures that were beamed from a ground station in Andover, Me., to Telstar, and rebroadcast to another station at Holmdel, N. J. NBC News correspondent Merrill Mueller was anchorman in New York on the NBC program. NBC News aerospace correspondent Roy Neal appeared on satellite transmission from Andover.

The three "Breakthrough" programs are: "Breakthrough: Heart and Artery Surgery," broadcast April 23; "Breakthrough: Cancer Virus," June 8, and "Breakthrough: Mental Health," June 22. NBC News correspondent John Chancellor was on-the-air reporter for these full-hour programs, which were produced by Lou Hazam.

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NBC-New York, 9/19/62

September 19, 1962

SIX SPECIAL 'BOB HOPE SHOWS' SET BY NBC-TV FOR 1962-63

Bing Crosby, Lucille Ball and Juliet Prowse will be Bob Hope's guest stars Wednesday, Oct. 24 (9-10 p.m. NYT) when he presents the first of six "Bob Hope Show" NBC-TV special broadcasts for the 1962-63 season.

Hope, who will begin his 13th year as a TV performer, consistently attracts record audiences with his special shows. Hope's sponsors during 1962-63 will include: Timex (through Warwick & Legler Inc.), which has purchased one-half sponsorship of the six programs; Lever Brothers Co. (through Foote, Cone & Belding), which has bought one-half sponsorship of four programs; and The Chemstrand Corporation (through Doyle Dane Bernbach Inc.), which has purchased one-half sponsorship of one program.

Hope's long association with NBC began June 8, 1933 when he was a guest on Rudy Vallee's famous Thursday night radio series. Hope's comedy style won favor rapidly, and he appeared on various radio shows until 1938, when he began a long run as star on his own NBC series. Thereafter followed quick success in motion pictures, personal appearances and then in television, making his TV debut on NBC Easter Sunday, 1950.

The comedian is renowned for the many benefit performances he has played and for his outstanding contribution to the morale of men and women in military service. In 1941, on the day the then Secretary of War Stimson drew the first draft number from a hat in World War II, Hope played a benefit for the first soldiers-without-uniform in San

(more)

Francisco. Since then he has traveled countless miles, entertaining more than 10,000,000 troops in every part of the world, and has performed at almost every military base in the U. S.

The 1962-63 schedule and pre-emptions for the first five of Bob Hope's special shows in black-and-white, follows:

Wednesday, Oct. 24 (9-10 p.m. NYT). Pre-empts "Perry Como's Kraft Music Hall" color broadcast.

Thursday, Nov. 29 -- (8:30-9:30 p.m. NYT). Pre-empts "Dr. Kildare."

Wednesday, Jan. 16 -- (9-10 p.m. NYT). Pre-empts "Perry Como's Kraft Music Hall" color broadcast.

Wednesday, March 13 -- (9-10 p.m. NYT). Pre-empts "Perry Como's Kraft Music Hall" color broadcast.

Sunday, April 14 -- (9-10 p.m. NYT). Pre-empts "Bonanza" color broadcast.

Wednesday, May 15 -- (9-10 p.m. NYT). Pre-empts "Perry Como's Kraft Music Hall" color broadcast.

NOTE TO EDITORS: Individual credit sheets will be issued for each "Bob Hope Show" of the season.

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NBC-New York, 9/19/62

September 19, 1962

'YOUNG DOCTOR MALONE'
- - -
Drama Series on NBC-TV

Hospital life is only one of many dramatic elements in the story of "Young Doctor Malone," NBC-TV Monday-through-Friday dramatic series, to be presented in a new time period -- 3:30 to 4 p.m. NYT -- starting Monday, Oct. 1.

The program focuses on a father-and-son physician team and the other people of the small Maryland community where they live and work. While medical problems naturally occupy an important part in the storyline, the program encompasses a ride range of personal relationships between the elder and young doctor (Jerry and David Malone, respectively), friends and associates.

The TV series, which started Dec. 29, 1958, is based on entirely new situations, although some of the major characters are the same as they were in the radio series, which began on NBC in 1939. The central figure is Dr. Jerry Malone (played by William Prince), head of Valley Hospital in Dennison, Md. His immediate family consists of his wife, Tracey (Augusta Dabney); adopted son, Dr. David Malone (John Connell), who is in practice with his father, and daughter Jill (Sarah Hardy).

Other important characters include Lionel Steele (played by Martin Blaine), Clare Bannister Steele (Lesley Woods), Faye Koda (Chase Crosley), Dr. Stefan Koda (Michael Ingram), Lisha Koda (Patty McCormack), Dr. Ted Powell (Peter Brandon), Deirdre Bannister (Elizabeth St. Clair),

(more)

Larry Renfrew (Richard Van Patten), Eve Cusack (Loretta Leversee) and Dr. Erica Brandt (Ann Williams).

"Young Doctor Malone" is produced by Carol Irwin, who also produced the long-running "I Remember Mama" TV series. James Young directs and Ian Martin is the writer. The series originates live in NBC-TV's New York studios.

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NBC-New York, 9/19/62

CREDITS FOR 'YOUNG DOCTOR MALONE' ON NBC-TV

Time: NBC-TV Network, Monday through Friday, 3:30 to 4 p.m. NYT.

Format: Serial drama, set in the Maryland town of Dennison, about Dr. Jerry Malone, head of Valley Hospital and the local medical school; his wife, Tracey; his adopted son, Dr. David Malone, who is in private practice with his father, and their relatives and friends.

Cast:

Dr. Jerry Malone.....William Prince
Dr. David Malone.....John Connell
Tracey Malone.....Augusta Dabney
Jill Malone Renfrew.....Sarah Hardy
Lionel Steele.....Martin Blaine
Clare Bannister Steele...Lesley Woods
Faye Bannister Koda.....Chase Crosley
Dr. Stefan Koda.....Michael Ingram
Lisha Koda.....Patty McCormack
Jennifer Koda.....Dianne Ramey
Dr. Ted Powell.....Peter Brandon
Deirdre Bannister.....Elizabeth St. Clair
Larry Renfrew.....Richard Van Patten
Harold Cranston.....William Post Jr.
Christabel Fisher.....Betty Sinclair
Eve Cusack.....Loretta Leversee
Dr. Erica Brandt.....Ann Williams
Matthew Steele.....Nicolas Coster

Producer: Carol Irwin

Director: James Young

Associate Producer: Doris Quinlan

Writer: Ian Martin

Unit Manager: Clem Egolf

Music Director: Billy Nalle

Original Starting Date: Dec. 29, 1958.

Origination: Live, from NBC-TV's New York Studios.

NBC Press Representative: Bob Goldwater, New York.

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NBC-New York, 9/19/62

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

JACK TRACY
ROOM 320

September 20, 1962

ADVANCE NBC NEWS TV AND RADIO STAFF ALREADY AT CAPE CANAVERAL FOR LIVE COVERAGE OF ASTRONAUT SCHIRRA'S ORBITAL FLIGHT

- - -

Extensive Plans Include 2-Way Europe-U.S. TV Relays Via Telstar

An advance group of NBC News personnel is already at Cape Canaveral, Fla., preparing for TV and radio live coverage of the longest manned space flight mission yet attempted by this country -- the projected six-orbit flight later this month of Commander Walter M. Schirra Jr.

The launching of the Mercury-Atlas 8 orbital shot, the official designation of Schirra's mission, is now scheduled for no earlier than Friday, Sept. 28, at 8 a.m. EDT.

William R. McAndrew, Executive Vice President, NBC News, announced today that NBC-TV and NBC Radio network coverage will begin at 7 a.m. EDT on the morning of launch.

Schirra's mission differs from past space flights not only in its length -- eight hours and 40 minutes for six orbits -- but also in the area where the flight will terminate. If Schirra is brought down anytime after three orbits, he will land in the Pacific, near Midway Island, instead of in the Atlantic, where America's other space flights have terminated.

For the first time, the Telstar communications satellite will provide European viewers with pictures of the launch the moment it takes place, or on the satellite's next pass if it isn't in proper position when the launching occurs. Reactions of European viewers will then be broadcast via Telstar to American viewers. Large television screens will

(more)

be set up in four European capitals where the Schirra flight will be viewed and where television cameras will record the European reaction.

Merrill Mueller and Roy Neal will handle the television coverage from Cape Canaveral. NBC News' live coverage from the Cape will be expanded for the Schirra flight as the result of the allocation of a second TV line from Canaveral to New York for the use of each of the three networks. During previous space flights, one line was used exclusively for pool purposes leaving just one line to be shared by each network for its own reports from the Cape. For the Schirra flight, the pool line will be allocated for use by each network as soon as the astronaut is in orbit.

Frank McGee will report from New York on television. NBC Radio coverage from the Cape will be handled by Peter Hackes and Jay Barbree.

For its enlarged television coverage from Canaveral, NBC News will use for the first time two new trailers especially designed and built as mobile TV studios and news offices. These remote units will be at the press site to provide greater flexibility for NBC News coverage. One of the trailers will contain two completely equipped TV studios for NBC's news correspondents. The second trailer will house NBC's own Cape Canaveral news desk and other facilities.

Live TV pick-ups are planned from other areas of the country during the flight. In addition, extensive use will be made of animated films, TV tape, maps and other visual aids to keep viewers informed of the varied aspects of the Schirra flight, including the position of the space capsule over the earth, the number of orbits completed, and what experiments the astronaut might be performing.

(more)

NBC-TV's coverage of Schirra's flight will be under the supervision of Donald Meaney, Director of News Programs, who will be at Cape Canaveral. Chet Hagan, in New York, will be the producer. Jerry Jacobs will be associate producer in New York. James Kitchell will be associate producer and Robert Quinn director at the Cape.

NBC Radio's coverage will be produced by Edward Gough, with Larry Ganger the assistant producer at Cape Canaveral.

NBC News has broadcast coverage of major space probes since 1957. Coverage of the two sub-orbital flights of astronauts Alan Shepard Jr. and Virgil Grissom was broadcast live by NBC-TV and Radio as were the three-orbit flights of John H. Glenn Jr. and M. Scott Carpenter.

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NBC-New York, 9/20/62

NBC COLOR TELEVISION NEWS

September 20, 1962

ED RICE, VETERAN RADIO-TV WRITER-EDITOR, NAMED STORY EDITOR OF 'DU PONT SHOW OF THE WEEK' COLOR DRAMA SERIES ON NBC-TV

Ed Rice, veteran radio and television writer-editor has joined NBC-TV's "Du Pont Show of the Week" color drama series (Sundays, 10 to 11 p.m. NYT) as story editor.

Rice reports to producer Lewis Freedman, under whom nine color dramas, many of them originals, will be produced during 1962-63. The first of these is "The Interrogator," starring John Mills with Ina Balin, Robert Loggia and Murray Matheson Sunday, Sept. 23 (10-11 p.m. EDT).

Rice was the writer for the first fully commercial television series, "Hour Glass," over NBC-TV in 1946. He was writer-editor on NBC-TV's "Kraft Television Theatre" for 12 years (1947-59), and served as story editor for TV's "Pond's Theatre" and "Star Tonight" series.

His radio writing credits include "The Rudy Vallee Show," "The Chase and Sanborn Coffee Hour" and "Kraft Music Hall," all on NBC: He is a former Vice President, Radio Programs, for J. Walter Thompson Company, and co-authored the 1944 Broadway musical revue, "Tickets Please."

Rice, who is married to the former Jeanne Rothman, lives in Scarsdale, N. Y. He has two children, David, 18, and Barbara, 15.

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NBC COLOR TELEVISION NEWS

ARKANSAS AND TEXAS ARENA DATES FOR TWO 'BONANZA' STARS

Lorne Greene and Dan Blocker, stars of NBC-TV's "Bonanza" color series, will headline the Arkansas State Livestock Exposition and Rodeo in Little Rock Oct. 4, 5 and 6. They will also be the featured attraction at the Shrine Circus and Wild West Show in Houston, Tex., Nov. 10, 11, 17 and 18.

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CORRECTION FOR 'MEET THE PRESS' KIT

In the "Meet the Press" Fall-Winter press kit mailed on Sept. 18, please correct the premiere dates for the series as follows:

Premiere dates:	NBC-TV Network, Nov. 6, 1947; NBC Radio, May 4, 1952 (began on another radio network Oct. 5, 1945).

NBC-New York, 9/20/62

September 20, 1962

NBC NEWS CAMERAMAN LEARNS--AND LIVES--A LIFE OF DANGER
TO COVER TROUBLE-SHOOTERS OF N.Y. FIRE DEPARTMENT
FOR 'FIRE RESCUE,' FULL-HOUR NBC-TV PROGRAM

What does it feel like to stand on the front bumper of a fire truck as it swerves through mid-Manhattan traffic at a 60-mile-an-hour clip? NBC News cameraman Doug Downs is one man who knows.

To film "Fire Rescue" for NBC-TV's "Du Pont Show of the Week" series, Downs often found himself in such precarious positions. The program, to be broadcast Sunday, Sept. 30 (10-11 p.m. EDT), is an on-the-scene film record of the actual operations of Rescue Company No. 1, a trouble-shooting unit of specially selected men in the New York Fire Department. Its theme is the extreme dangers firefighters face daily in the performance of their duties.

Downs, who followed Rescue Company No. 1 for two months as loyally as a dalmatian, came to appreciate what a tough job firemen -- and sometimes cameramen -- have. He slept in the firehouse with his clothes on, and left his camera and equipment on the fire truck, so that he would be ready to go on any alarm.

Downs rode backward strapped to the bumper to shoot the driver's facial expressions as he piloted the truck on its fast run. "It was a real traffic stopper," Downs says.

Another time Downs was tied to the roof of the vehicle to film the street scenes rushing past. To get dramatic shots of the firemen jumping off the truck, Downs lay on the ground and pointed his camera up.

(more)

During his two months with the fire company he saw one member of the rescue team killed in a Broadway loft fire, filmed an elderly woman as she was carried down a ladder in a tenement blaze, and shot scenes of a rescue operation in which firemen broke through a wall during a nine-alarm fire in Queens. He worked close to the firemen, often wearing a compressed air mask.

His most personal involvement came not in a real fire but in a staged conflagration during a training session on Welfare Island. Downs became lost in the smoke, was overcome by it and had to be given massive doses of oxygen.

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NBC-New York, 9/20/62

JACK TRACY
ROOM 320

NBC TRADE NEWS

BILL DANA WILL BE STARRED IN HALF-HOUR SITUATION COMEDY FILMED SERIES ON NBC-TV IN THE 1963-64 SEASON

FOR RELEASE MONDAY A.M., SEPT. 24

NBC-TV will present a half-hour filmed situation comedy series starring Bill Dana during the 1963-64 season, it was announced today by Mort Werner, Vice President, Programming, NBC Television Network. The weekly series will be produced by the Danny Thomas-Sheldon Leonard company, with Mr. Leonard serving as executive producer.

Mr. Werner said that Bill Dana would portray an elevator operator in a luxury apartment building. His comic misadventures with the tenants of the building will provide the basic storylines for the series.

"Bill Dana is one of the most refreshing and versatile comedic talents in show business today," said Mr. Werner. "His characterization of Jose Jimenez is certainly classic, and he is a leading creator of special material for television and night club comedians. We are most enthused about the prospects for the Bill Dana porgram on NBC-TV."

The Dana show on NBC-TV will carry with it distinct Horatio Alger overtones. The performer began his entertainment career as a page at the National Broadcasting Company. His early successes as a writer for Ed Herlihy's "Date in Manhattan" and the Jerry Lester show on that network brought him to the attention of Bill Harbach, producer of the

(more)

"Steve Allen Show," and he became a writer for the Allen show and introduced his famed Jimenez character on it. Eventually, he became head writer of the "Steve Allen Show."

Bill Dana, a native of Quincy, Mass., is a graduate of Emerson College, where he was an honor student. He speaks fluent Spanish, French, Italian and German and has a brother who is a professor of philosophy at Princeton University and another a violinist with the Indianapolis Symphony. He has three Jimenez albums on the market and has played night clubs in New York, Minneapolis and Chicago.

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NBC-New York, 9/21/62

NBC COLOR TELEVISION NEWS

September 21, 1962

SEVEN PERSONS NOTED IN FIELD OF EDUCATION WILL SERVE AS PANEL OF ADVISERS FOR 'EXPLORING,' NEW FULL-HOUR WEEKLY COLOR SERIES FOR CHILDREN ON NBC-TV

Seven persons of distinction in the field of education have agreed to serve as the members of a Panel of Advisers for "Exploring," the new full-hour weekly educational series for children which will start on the NBC-TV Network Saturday, Oct. 13, it was announced today by Edward Stanley, Director of Public Affairs, NBC News.

"Exploring" will be presented in color Saturdays from 12:30 to 1:30 p.m. NYT.

The members of the advisory panel are:

Dr. Wayne O. Reed, deputy U. S. Commissioner of Education.

Dr. Lawrence G. Derthick, assistant executive secretary, National Education Association, and former U. S. Commissioner of Education.

Dr. John Rackley, vice president for instruction, Pennsylvania State University, and immediate past president of the American Association of Colleges for Teacher Education.

Dr. Mina Rees, Dean of Graduate Studies, The New York City University, and vice chairman, Conference Board of the Mathematical Sciences.

(more)

Gilbert Seldes, dean of the Annenberg School of Communications, University of Pennsylvania.

Mrs. Augusta Baker, chairman of the Children's Books and Broadcasting Committee, American Library Association, and coordinator, Children's Services, New York Public Library System.

Dr. W. Linwood Chase, former dean of the School of Education, Boston University, and past president, National Council for the Social Studies.

"We are delighted to have so distinguished a group of educators as a resource to which we can turn for suggestions and advice, especially so because their willingness to serve is a mark of the serious purpose and concern which are basic to NBC's educational policy," Mr. Stanley said. He noted that the panel members have a continuing interest in the education of children and in the development and improvement of new courses.

"Exploring" is designed to stimulate the young television viewer's interest in five major avenues of learning -- language, music, mathematics, social studies and science.

"It will be a departure from traditional TV programming for children, a joining of the creative skills of the performing arts and the methods of education," Mr. Stanley said. "Its pioneering and experimental nature should make it one of the most exciting things ever done on network television."

Dr. Albert R. Hibbs, nationally known scientist who has received wide recognition for his teaching and other experience in education, is host of the new series. "Exploring" is being produced by Craig Fisher, formerly associate producer of NBC-TV's "Today" show. It will be directed by Lynwood King. Edward Scherer is associate producer. Edward W. Walsh will write the program.

-----o------ NBC-New York, 9/21/62

NBC NEWS WILL PRESENT FULL-HOUR TV SPECIAL ON NATIONAL CULTURAL CENTER IN WASHINGTON

FOR RELEASE MONDAY, A.M., SEPT. 24

The proposed National Cultural Center in Washington will be the subject of a full-hour NBC News special to be broadcast in color on the NBC-TV Network Sunday, Nov. 11 (4:30 p.m. NYT), it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Mrs. John F. Kennedy and Mrs. Dwight D. Eisenhower are honorary co-chairmen of the project, which is envisioned by its planners as the first effective home for the performing arts in the nation's capital.

Sander Vanocur, NBC News White House correspondent, will be host for the program. Reuven Frank will be the executive producer and John J. Sughrue Jr. producer-director.

Edward Durrell Stone, noted American architect who designed the center, will also appear on the program. He will use the same model of his structure that was unveiled by Mrs. Kennedy Sept. 11 to explain the details and functions of the building.

National cultural center activity abroad, such as the Paris Opera, Covent Gardens in London and the Vienna State Opera, will be included in the program.

The Washington center will be built on a 13-acre site donated by Congress on the East bank of the Potomac near the Lincoln Memorial. Money for the construction itself, which is expected to start next year, will be privately subscribed according to a Congressional ruling. (more)

The white marble building will contain a 1,200-seat theatre, a 2,750-seat symphony hall and a 2,500-seat auditorium for opera, musical comedy and ballet. A roof garden with a retractable ceiling will house two restaurants and an area that can be converted into a theatre-in-the-round, a ballroom, an art gallery, a band stadium or an amusement arena for children whose parents are attending matinees downstairs.

The project will have no permanent tenants but will be used for visiting groups from all over the country and abroad.

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NBC-New York, 9/21/62

September 21, 1962

CHET HUNTLEY ORIGINATION IN LOS ANGELES TO START
'HUNTLEY-BRINKLEY REPORT' SERIES OF LIVE PICKUPS
FROM ELECTION HOTSPOTS THROUGH THE NATION

Chet Huntley will broadcast from Los Angeles on NBC-TV's "Huntley-Brinkley Report" Monday, Sept. 24 in the first of a series of live TV pickups from election hotspots around the country. (The program is broadcast Monday through Friday, 6:45 p.m. EDT).

Huntley hopes to interview both candidates in California's gubernatorial race between the incumbent Edmund G. (Pat) Brown and former Vice President Richard M. Nixon.

No stranger to West Coast politics, Huntley was a news correspondent in Los Angeles for many years during the 1940s for all three TV networks. Prior to that, he worked on radio stations in Portland and Spokane.

During the next month and up to election day, "The Huntley-Brinkley Report" will present live reports from around the country to capture the political trends as Congressional and State candidates increase their campaign tempos. Both Huntley and Brinkley will "anchor" NBC News Election Night coverage on Tuesday, Nov. 6.

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PR-14

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

September 21, 1962

INTERFAITH MOVEMENT WILL HONOR 'BONANZA'
FOR 'VALUE TO ANTI-DISCRIMINATION'

An Interfaith Movement Award for its "value to anti-discrimination" will be presented to NBC-TV's "Bonanza" color series during the Silver Jubilee Celebration of the Interfaith Movement at the Mall of New York's Central Park Sunday, Sept. 23, starting at 1 p.m. EDT.

Joseph P. Cunneff, Director, Nighttime Programs, NBC Television Network, will accept the award for the program. A. J. Miranda, Eastern Director, TV-Radio Department, Campbell-Ewald Company, will accept on behalf of Chevrolet Motor Division of General Motors Corporation, sponsor of the series.

"Bonanza," the only TV program to be honored at the ceremonies, was selected for the award for its program, "Look to the Stars," broadcast in color on NBC-TV Sunday, March 18, 1962 (9 to 10 p.m. EDT). The drama was based on the struggle for an education by a young man who became America's first Nobel Prize winner. It concerned Albert Abraham Michelson, who won a Nobel Prize for his achievement in measurement of light waves. In the story, young Albert (portrayed by Douglas Lambert), is expelled from school as a "trouble-maker" and denied an education. Ben Cartwright (series co-star Lorne Greene) helps him gain an appointment to the Naval Academy and learns that discrimination was the reason for the teacher's action.

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ss Department, Room 320

NBC COLOR TELEVISION NEWS

September 21, 1962

JACK PAAR'S PILGRIMAGE TO GUADALCANAL IS THE SUBJECT OF HIS 16-PAGE READER'S DIGEST ARTICLE AND A FILM SEGMENT ON HIS NBC COLOR PROGRAM

Jack Paar, recently returned from a trip to the South Pacific, is author of a 16-page article, "Pilgrimage to Guadalcanal," in the October issue of Reader's Digest.

Both the article and a filmed segment on the Friday, Sept. 28 "Jack Paar Program" color broadcast (NBC-TV Network, 10-11 p.m. EDT) deal with the changes that have taken place on this famous World War II battleground in the two decades since Paar entertained troops there.

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CORRECTION, PLEASE, FOR "DAVID BRINKLEY'S JOURNAL"

Please change the second sentence in the fourth paragraph on Page 2 of "David Brinkley's Journal" release dated Sept. 18, as follows. Delete the word "strength" and sentence should read:

The salt water saved his firm $65,000 but the bridge failed all roughness tests.

(NOTE: Story deals with the NBC-TV color broadcast of Monday, Oct. 1, 10-11 p.m. EDT.)

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September 21, 1962

'FURY,' WESTERN ADVENTURE SERIES ABOUT A BOY AND HIS HORSE, IS STARTING ITS EIGHTH CONSECUTIVE YEAR ON NBC-TV

For the eighth consecutive season, "Fury," the award-winning contemporary Western adventure series about a young boy and his horse, will be a Saturday morning feature on the NBC-TV Network.

"Fury," which started on NBC-TV in October, 1955, will again be broadcast on Saturdays from 11-11:30 a.m. NYT during the 1962-63 season.

Filmed in the exciting outdoor setting of a Western horse ranch, the repeat series stars Bobby Diamond as Joey, a young city waif who was brought to Broken Wheel Ranch to be raised. Fury is a black stallion whom only Joey was able to tame. Other regulars in the cast are Peter Graves as Jim Newton, Joey's foster father who owns the ranch; William Fawcett as Pete, the ranch foreman; and Roger Mobley and Jimmy Baird as Joey's pals, Packy and Peewee.

Since its debut, "Fury" has consistently combined fast-paced drama with lessons on the value of such virtues as honesty, courage, good sportsmanship and civic responsibility. Individual episodes have stressed the importance of water safety, fire prevention and forest preservation as well as such organizations as the Red Cross, 4-H Clubs, Boy Scouts, S.P.C.A. and Junior Achievement. In recognition of its public service programming, the series has been commended by the National Education Association and has received citations from the Junior Achievement Program, U. S. Civil Defense Organization, United Community Funds and the California Safety Council.

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CREDITS FOR 'FURY' ON NBC-TV

Time:	NBC-TV Network, Saturdays, 11-11:30 a.m. NYT.
Format:	Children's outdoor adventure series (repeat programs) about a young boy, Joey, and his horse, Fury, and set on a contemporary Western horse ranch.
Stars:	Bobby Diamond as Joey; Peter Graves as Jim Newton, Joey's foster-father and owner of the Broken Wheel Ranch; and William Fawcett as Pete, ranch foreman.
Featuring:	Roger Mobley and Jimmy Baird as Joey's friends, Packy and Peewee.
Executive Producer:	Leon Fromkess
Producer:	Irving Cummings Jr.
Director:	Various
Series filmed at	Iverson Ranch, Chatsworth, Calif.
Fury:	Owned and trained by Ralph McCutcheon
Packaged by	International Television Corp.
Original Premiere Date:	Oct. 15, 1955
Sponsors:	Various
NBC Press Representatives:	Alan Patureau (New York); Jane Ober (Burbank)

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NBC-New York, 9/21/62

NBC COLOR TELEVISION NEWS

September 21, 1962

'KING LEONARDO AND HIS SHORT SUBJECTS,' COLOR CARTOON SERIES, TO START THIRD SEASON ON NBC-TV OCT. 6

"King Leonardo and His Short Subjects" -- Saturday morning color cartoon series about a good-natured royal lion and his animal subjects -- will start its third season on the NBC-TV Network Saturday, Oct. 6 (10:30-11 a.m. NYT).

The program will be sponsored by General Mills Inc., Sawyer's Inc., and Perkins-SOS Division of General Foods Corp. (through their respective advertising agencies, Dancer-Fitzgerald-Sample Inc., Richard C. Montgomery & Associates, and Foote, Cone & Belding.

Voices of the leading cartoon characters are provided by comedian Kenny Delmar (creator of "Senator Claghorn"), children's TV personalities Sandy Becker and Allen Swift and veteran actors Jackson Beck and Ben Stone.

The title character of King Leonardo (Jackson Beck) is a dunderhead lion who rules over the mythical kingdom of Bongo Land. However, his reign is in constant jeopardy, for treacherous Biggy Rat (also Jackson Beck) is forever plotting a way to put His Majesty's beatnik brother, Itchy (Allen Swift), on the throne. Fortunately, the King's loyal servant, Odie Colognie (also Allen Swift), a brave skunk, always outwits the evil pair and saves the day for his monarch. Each "King Leonardo" adventure spans two Saturdays, a 15-minute episode each week.

(more)

The "King Leonardo" show also includes two other color cartoon series, seen on alternate Saturdays in 15-minute segments: "The Hunter" and "Tooter Turtle."

In "The Hunter," the title character (Kenny Delmar) is a bloodhound who continually matches his blundering sleuthing with the clever criminal, The Fox (Ben Stone). In the third story, timid Tooter Turtle (Allen Swift) always yearns to be someone he is not. With the aid of kindly old Wizard the Lizard (Sandy Becker), Tooter can be whatever he wants -- which inevitably leads to predicaments from which Tooter is saved only by the Wizard's magic.

"King Leonardo and His Short Subjects" is produced by Leonardo Productions, and created and written by Total Television Productions. It is filmed in Mexico City by Gamma Productions.

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NBC-New York, 9/21/62

NBC COLOR TELEVISION NEWS

September 21, 1962

CREDITS FOR 'KING LEONARDO AND HIS SHORT SUBJECTS' ON NBC-TV

Time:	NBC-TV Network, Saturdays, 10:30 to 11 a.m. NYT.
Original starting date:	Saturday, Oct. 15, 1960
Starts Third Season:	Saturday, Oct. 6, 1962
Format:	Color cartoon broadcasts. Half of show each week is devoted to King Leonardo and inhabitants of Bongo Land. It's the King's beatnik brother, Itchy, and his conniving confederate, Biggy Rat, vs. the dunderhead King and his melodramatic servant, Odie Colognie, a skunk. Two other cartoon features are also seen on alternate weeks: (a) "The Hunter," pitting an inept bloodhound sleuth against The Fox, a wily hood; and (b) "Tooter Turtle," wherein a timid turtle's daydreams of glory are turned into reality by Wizard the Lizard.
Voices:	Jackson Beck as King Leonardo and Biggy Rat, Kenny Delmar as The Hunter, Ben Stone as The Fox, Sandy Becker as Wizard the Lizard and Allen Swift as Itchy Brother, Odie Colognie and Tooter Turtle.

(more)

2 - Credits for 'King Leonardo'

Producer:	Leonardo Productions
Created and Written by	Total Television Productions
Filmed by:	Gamma Productions, Mexico City
Sponsors (and agencies):	General Mills Inc. (Dancer-Fitzgerald-Sample Inc.); Sawyer's, Inc. (Richard C. Montgomery & Associates), and Perkins-SOS Division of General Foods Corp. (Foote, Cone & Belding).
NBC Press Representative:	Alan Patureau, New York.

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NBC-New York, 9/21/62

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

September 24, 1962

PREMIERE

CURTAIN GOING UP ON 'THE TONIGHT SHOW STARRING JOHNNY CARSON'

- - -

List of Headline Names Announced for Premiere Week of Color Series

A guest list of noted headliners has been announced for the premiere week of "The Tonight Show Starring Johnny Carson" (Monday through Friday NBC-TV color broadcasts, 11:15 p.m.-1 a.m. EDT).

Joan Crawford, Rudy Vallee, Tallulah Bankhead, Artie Shaw, Red Buttons, Shelley Berman and Bobby Darin are among the stars Johnny Carson will greet during the show's premiere week of Oct. 1-5.

Carson, the quick-witted comedian selected by NBC to succeed Jack Paar as permanent host of network television's most popular late-evening show, moves over to his new assignment from ABC-TV, where he was emcee of "Who Do You Trust?"

Making the same switch with Carson will be announcer Ed McMahon who will serve in much the same capacity as Hugh Downs did when Paar was at the helm.

Continuing their current "Tonight" assignments into the new Carson series are Skitch Henderson and his orchestra, and producer Perry Cross. "The Tonight Show Starring Johnny Carson" will originate in studio 6B in the RCA Building, New York City.

(more)

Guest schedule for Oct. 1-5 follows:

Monday, Oct. 1 -- Joan Crawford, Mel Brooks, Rudy Vallee and Tony Bennett.

Tuesday, Oct. 2 -- Tallulah Bankhead, Artie Shaw, Shelley Berman and Fran Bennett.

Wednesday, Oct. 3 -- Ann Corio, Bobby Darin, Chad Mitchell Trio, Margaret O'Brien, Bruce Randall ("Mr. Universe"), and Leo De Lyon.

Thursday, Oct. 1 -- Dennis Weaver, Sander Vanocur (NBC News correspondent) Jean Carroll and Barbara Streisand.

Friday, Oct. 5 -- Red Buttons, Robert Merrill, Katyna Ranieri, Richard E. MacCormack and Corinne Griffith.

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NBC-New York, 9/24/62

NBC COLOR TELEVISION NEWS

September 24, 1962

PREMIERE

TOP ENTERTAINERS HEAD GUEST LIST FOR OPENING WEEK OF 'MERV GRIFFIN SHOW,' NEW NBC COLOR PROGRAM

Jim Piersall to Give World Series Forecasts

Top-name entertainers, a singer who will make his TV debut, World Series predictions by a baseball star and the versatile talents of Merv Griffin will mark the opening week's color broadcasts of "The Merv Griffin Show" on NBC-TV starting Monday, Oct. 1 (Monday-through-Friday, 2-2:55 p.m. EDT).

Personalities whom Griffin will greet include Patrice Munsel, Shelley Berman, Adela Rogers St. John, author of the new book "The Final Verdict"; Milt Kamen, Raymond Massey, co-star of NBC-TV's "Dr. Kildare" series; Bobby Darin, Dennis Weaver, Chester of TV's "Gunsmoke" series; Dick Gregory, Sam Levenson, Robert Morse, Jim Piersall outfielder of the Washington Senators, and Della Reese. Singer Guy Rotondo, who has appeared in Boston clubs, will make his TV debut on the show. As announced previously, Peter Nero will be orchestra conductor for the week.

Griffin, who proved his versatility as long-time host of NBC-TV's "Play Your Hunch" series, was acclaimed for his appearances on NBC-TV's "Tonight" series during several weeks in the past months.

(more)

He will relinquish his duties on "Play Your Hunch," which will continue on the network with another host, to be announced.

The week's guest schedule for "The Merv Griffin Show" follows:

Oct. 1 -- Shelley Berman and Adela Rogers St. John.

Oct. 2 -- Patrice Munsel, Milt Kamen and Jim Piersall.

Oct. 3 -- Guy Rotondo and Dennis Weaver.

Oct. 4 -- Bobby Darin, Dick Gregory and Raymond Massey.

Oct. 5 -- Sam Levenson, Robert Morse and Della Reese.

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NBC-New York, 9/24/62

MILTON BROWN IS NAMED COORDINATOR
OF NBC NEWS INFORMATION SERVICES

Milton Brown, Manager of program publicity for the NBC Press Department, has been named Coordinator of NBC News Information Services, William R. McAndrew, Executive Vice President, NBC News, announced today.

In his new position, Mr. Brown will coordinate information pertaining to the various departments of NBC News and will act as liaison with NBC Press and Advertising and Promotion Departments.

Mr. Brown has been Manager of program publicity since 1955. He joined NBC in 1949 as a staff writer in the Press Department and was named column editor in 1951.

Before coming to NBC, Mr. Brown had been associated with the production of television shows and was assistant producer of NBC-TV's "I'd Like to See," one of television's earliest network programs.

Following World War II service with the Army, Mr. Brown handled publicity for the USO and Veterans Hospital shows.

Mr. Brown was born in New York and attended City College of New York. He lives with his wife and two children in New York.

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NBC-New York, 9/24/62

MONITOR
THE NBC WEEK-END RADIO SERVICE

ATTORNEY GENERAL KENNEDY'S REMARKS ON 'MONITOR'
ARE PLACED IN THE CONGRESSIONAL RECORD

Portions of an interview with Attorney General Robert F. Kennedy, broadcast on NBC Radio's "Monitor" Sept. 2, have been inserted in the Congressinnal Record. Mr. Kennedy's responses to questions by Russ Ward, NBC News, on the subject of Communism in the United States were placed in the Sept. 13 Congressional Record by Rep. Joel T. Broyhill (R.-Va.).

NBC-New York, 9/24/62

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

September 25, 1962

NBC-TV REPORTS $4,865,000 IN NEW AND RENEWAL DAYTIME BUSINESS PLACED DURING AUGUST

NBC-TV reported $4,865,000 in new and renewal daytime business during August, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

During August, nine national advertisers placed new orders totaling $3,085,000 and three national advertisers renewed orders totaling $1,780,000.

Orders for sponsorship were placed in a total of nine current Monday-through-Friday shows, plus "Fury" on Saturday, the "Merv Griffin Show" which premieres Monday, Oct. 1, and "Exploring" which premieres Saturday, Oct. 13.

Advertisers and agencies placing new orders in NBC-TV Daytime programs during August follow:

Kraft Foods	Foote, Cone & Belding Inc.
General Mills Inc.	Knox, Reeves Adv. Inc.
Helene Curtis Industries Inc.	J. Walter Thompson Co.
Sterling Drug Inc.	Cunningham & Walsh Inc.
Kellogg Co.	Leo Burnett Co., Inc.
Heublein, Inc.	Fletcher Richards, Calkins & Holden Inc.
Reader's Digest Assn. Inc.	J. Walter Thompson Co.
Purex Corp., Ltd.	Edward H. Weiss and Co.
Campbell Soup Co.	Needham, Louis and Brorby Inc.

Renewal orders in NBC-TV Daytime programs were placed during August by:

U. S. Borax & Chemical Corp.	McMann-Erickson Inc.
Beech-Nut Life Savers Inc.	Young & Rubicam, Inc.
Corn Products Co.	Lennen & Newell Inc.

(more)

The nine current Monday-through-Friday programs in which sponsorship was purchased are:

"Your First Impression"
"Truth or Consequences"
"Loretta Young Theatre"
"Make Room for Daddy"
"Play Your Hunch"
"The Price Is Right"
"Say When"
"Young Doctor Malone"
"NBC News Early Afternoon Report"

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NBC-New York, 9/25/62

September 25, 1962

MERRYLE S. RUKEYSER JR. APPOINTED DIRECTOR,
PROGRAM PUBLICITY, IN NBC PRESS DEPARTMENT

The appointment of Merryle S. Rukeyser Jr. as Director, Program Publicity, in the NBC Press Department in New York was announced today by Ellis O. Moore, Vice President, Press and Publicity.

Mr. Rukeyser has been Director, News Information, Washington. In his new position, he will supervise all publicity for NBC Television and Radio entertainment programs originating in New York.

Mr. Rukeyser joined the NBC Press Department in January, 1958, as a staff writer. In January, 1959, he was named Press Editor, News and Public Affairs, and in April, 1959, became Manager, Business and Trade Publicity.

Before joining NBC, Mr. Rukeyser was a television publicist with Young & Rubicam Inc. Earlier, he was a reporter for the Albany Times-Union and International News Service.

He is an alumnus of the University of Virginia and served in the Army as Press Chief of Aberdeen Proving Ground's Public Information Office.

Mr. Rukeyser is married to the former Diana Wilkinson of Sydney, Australia.

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NBC TELEVISION NETWORK NEWS
September 25, 1962

SEASON'S PREMIERE

GROWING PROBLEM OF NEGRO UNEMPLOYMENT WILL BE EXAMINED ON NEW SEASON'S PREMIERE OF "CHET HUNTLEY REPORTING"

- - -

Series Will Be in Tuesday Night Time-Spot for 1962-63

Negro unemployment, a problem which is steadily growing in the United States, will be examined on the premiere program of "Chet Huntley Reporting" for the 1962-63 season Tuesday, Oct. 2 (10:30-11 p.m. EDT). The program will be presented on Tuesdays this year, instead of Fridays, but will remain in the same time period.

This study of how industrial jobs for Negroes are dwindling and what barriers Negroes face in obtaining re-employment was filmed in Detroit, but the facts apply to urban centers across the country. Statistics show that, as a national average, unemployment among Negroes is about two and one-half times greater than among white workers.

The program points out that Negroes are employed mainly in unskilled or semi-skilled jobs and that these jobs are the first to be eliminated through automation. Some unions, the film report says, discriminate against Negroes in two ways: by not admitting them to apprentice training programs, and by barring them from union membership even though they are qualified in their trade. As a result, more and more Negroes are being forced into marginal jobs or going on relief.

Chet Huntley makes the point that until the Negro has equal economic opportunity, all of his social educational and cultural gains are meaningless -- that desegregating restaurants does not help him if he cannot afford a meal out, and that integrating colleges is of no benefit if he cannot afford the tuition for his children.

"Chet Huntley Reporting" is produced by Gerald Green.

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September 25, 1962

PREMIERE

THANKS FOR THE MERRIMENT SHOULD BE IN ORDER OCT. 24
WHEN 'BOB HOPE SHOW' HAS NEW SEASON'S PREMIERE WITH
BING CROSBY, LUCILLE BALL AND JULIET PROWSE

Bob Hope's playful parody on NBC-TV's popular "Bonanza" series and his portrayal of a mobster who falls for a woman district attorney will highlight the 1962-63 season premiere of "The Bob Hope Show" Wednesday, Oct. 24 (NBC-TV, 9-10 p.m. EDT).

Bing Crosby, Lucille Ball and Juliet Prowse, with Les Brown and his Band of Renown, will assist Hope in a tuneful comedy revue that marks the start of the comedian's 13th consecutive season as an NBC-TV star.

The program also marks the 30th year of Hope-Crosby friendship and showbusiness association which began when the two met on the vaudeville stage in 1932.

Hope's opening monologue is followed by a sketch, "Miss D. A.," during which tough gangster Bugsy Hope finds himself no match for an alluring lady district attorney, played by Miss Ball.

Juliet Prowse, accompanied by the band and eight pianos, sings "Since Mrs. McNott Learned to Do the Turkey Trot," then is joined by eight dancers for a modern Turkey Trot to "Twelfth Street Rag."

The scene shifts to the vast "Tremenderosa Ranch" where Ben Cartwheel (Crosby) and his three sons Hoss, Adam and Little Joe (all played by a quick-change artist named Hope) vie for the attentions of Miss Prowse.

(more)

Miss Ball returns for a stand-up comedy exchange with Hope, followed by a Crosby solo rendition of "I Can't Begin to Tell You."

Hope joins Crosby for a duet of "Put 'Er There, Pal" from their movie "Road to Utopia." Then the entire cast participates in the traditional "Thanks for the Memory."

This program, taped at NBC's studios in Burbank on June 23 and 24, was the last show produced by the late Jack Hope, Bob's brother. It was directed by Jack Shea and the choreographer was Tom Hansen.

"The Bob Hope Show" seasonal premiere is being sponsored by Timex, through Warwick & Legler Inc., and by Chemstrand, through Doyle Dane Bernbach Inc.

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NBC-New York, 9/25/62

NBC COLOR TELEVISION NEWS

SEASON'S PREMIERE

'SING ALONG WITH MITCH' STARTS ITS THIRD CONSECUTIVE SEASON ON NBC-TV FRIDAY, SEPT. 28, IN NEW DAY-AND-TIME PERIOD

"Sing Along with Mitch" begins its third consecutive season Sept. 28 on the NBC-TV Network. The Mitch Miller color series will be broadcast in a new day-and-time period: Friday nights from 8:30 to 9:30 p.m. NYT.

Tunes from many eras, a male chorus, girl dancers, viewer-participation and Mitch's friendly face with the familiar beard will again trade-mark the show that has become a favorite family entertainment. Featured solo vocals by Gloria Lambert, Louise O'Brien and Leslie Uggams will continue as production highlights.

"Waltz" is the theme of the Sept. 28 premiere. Mitch Miller's "Sing Along Gang" waltzes around the world (in song) from Switzerland to New York with a stop in Vienna. A new novelty for the season -- singing along to old movie theatre slides -- will be introduced.

Some of the tunes on opening night are "Them There Eyes," "Wunderbar," "Now's the Time to Fall in Love," "I'll Never Smile Again," and "Daddy."

"Sing Along With Mitch" is produced and directed by TV veteran Bill Hobin, who started his television career as a member of the "Chicago school of television" when he was fresh out of college. The show is written by Gordon Cotler and the musical numbers and dances are staged and choreographed by James Starbuck.

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NBC-New York, 9/25/62

September 25, 1962

'SUNOCO THREE STAR EXTRA' OBSERVES 15TH NBC RADIO ANNIVERSARY FRIDAY, SEPT. 28, AND WILL REMINISCE ON MANY ACHIEVEMENTS

"Sunoco Three Star Extra," NBC Radio's Monday-through-Friday (6:45 p.m. EDT) 15-minute "Newspaper of the Air," celebrates its 15th anniversary Friday Sept. 28.

On Friday's "edition," veteran Washington newscaster Ray Henle, editor-in-chief since NBC Radio and The Sun Oil Company launched the program in September, 1947, will review "Sunoco Three Star Extra's" achievements over the highly eventful first 15 years.

Henle, for example, will tell how "Three Star Extra" helped expose a stock swindle perpetrated on Americans, and put a stop to interference with importation of foreign scientists who have aided immeasurably in the U. S. defense program.

He will reminisce about "Three Star Extra's" on-the-spot coverage of Queen Elizabeth's Coronation, salvaging the battleship Missouri from the mud at Norfolk (Va.), apprehension of Puerto Rican gunmen who created havoc in the U. S. House of Representatives, and escape to the West by East German refugees before construction of the Berlin Wall.

Editor-in-chief Henle has kept on top of events in Washington, throughout the nation and abroad for better than 35 years. His White House coverage stretches back through the Coolidge administration.

(more)

Other "Three Star Extra" seasoned newsmen include Fred Morrison, managing editor, who coordinates the staff and is heard on special assignments; Ned Brooks, who reports on national affairs, and David Wills, who reports on foreign affairs.

Edward Tomlinson is the "Three Star" Latin American affairs reporter, while Gerald Waring covers Canada. Military news is handled by John Barnes, Victor Riesel is the labor reporter, and a new member of the staff, James Galbraith, will cover the U. S. Supreme Court.

Special events are covered by Bill Henry. Jim Simpson handles sports and Frank Forrester weather. C. William Cardin is news editor. Announcer for the program is Hugh James.

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NBC-New York, 9/25/62

NBC TELEVISION NETWORK NEWS

September 25, 1962

FLORIDA SHOWCASE IN NEW YORK'S ROCKEFELLER CENTER IS CONTINUING REMOTE SETTING FOR 'TODAY' SHOW

NBC-TV's "Today" show will originate from the street-floor Florida Showcase exhibit center in Rockefeller Center, New York, on a continuing remote basis, it was announced today by Carl Lindemann Jr., Vice President, Special Projects, NBC News.

The Monday-through-Friday morning (7-9 a.m. EDT) series has been using the exhibit center for its home-base on a temporary basis since July 9.

"We are very grateful for the cooperation of the Florida State Development Commission in letting us share their New York showcase," Mr. Lindemann said. "The location provides the program with features not available elsewhere."

One of these features is the large glass window looking out on 49th Street. This permits passersby to watch "Today" and its stars -- host Hugh Downs, Jack Lescoulie, Frank Blair and Pat Fontaine -- first-hand. These viewers are frequently shown on-camera and members of the "Today" cast often take a microphone among them for "man-on-the-street" interviews.

Various changes will be made in the Florida Showcase in connection with its use by "Today." Among these is the addition of a special "Green Room" which will be located directly above the "Today" set and easily accessible to it. The room will provide a comfortable area where guests can have breakfast and watch the program on television monitors while waiting to appear on the show.

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N.Y. FIREMEN'S ASSOCIATION HEAD PRAISES NBC-TV'S "FIRE RESCUE" SPECIAL --SCHEDULED ON "DU PONT SHOW OF WEEK"--AS OUTSTANDING PUBLIC SERVICE

Gerald J. Ryan, president of the 10,000-member Uniformed Firemen's Association of New York City, today called "Fire Rescue," an NBC-TV Network presentation, "an outstanding example of public service by the communications media."

"Fire Rescue," depicting the actual work of Rescue Company One of the New York City Fire Department, will be broadcast on the "Du Pont Show of the Week" series Sunday, Sept. 30 (10-11 p.m. EDT). It was produced by Creative Projects, NBC News, under the supervision of Irving Gitlin, with the full cooperation of the New York Fire Department and the Uniformed Firemen's Association.

In a public statement, Mr. Ryan, head of the largest organization of firemen in the United States, cited newspapers, magazines and radio and television stations and networks for "their eternal vigilance and superb coverage on a 365-day-a-year basis." He said the public owes a debt of gratitude to the nation's mass communications media for performing "a great and invaluable service in dramatizing the role of fire fighters in the unending battle against the scourge of fire.

"It would be impossible to estimate the large number of lives that are saved each year and the vast fortune in property that is conserved as a result of the cooperation of the communications media in educating the public on the dangers of fire."

In addition to the tremendous efforts in the area of fire prevention, the communications media are important in dramatizing the work of fire fighting, the most hazardous occupation in the world, Mr. Ryan said.

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NBC-New York, 9/25/62

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

September 26, 1962

PUREX CORP. PURCHASES ONE-THIRD SPONSORSHIP OF NBC NEWS' TV COVERAGE OF 1962 ELECTIONS

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Details Also Announced for Purex-Sponsored "World of ..." Programs

The Purex Corporation has purchased one-third sponsorship of NBC News' television coverage of the 1962 elections, which begins on the NBC-TV Network at 7 p.m. EST, Tuesday, Nov. 6, it was announced today by John M. Otter, Vice President, National Sales, Television Network.

NBC television coverage will feature Chet Huntley and David Brinkley supported by a staff of about 1,000. The coverage will be supervised by William R. McAndrew, Executive Vice President, NBC News, who will be assisted by Julian Goodman, Vice President, NBC News, and Elmer W. Lower, General Manager, NBC News. Reuven Frank will be the producer.

At the same time, Ed Friendly, Vice President, Special Programs, Television Network, announced that the first of the "World of ..." series this season, sponsored by Purex, would be the "World of Jacqueline Kennedy," to be presented Friday, Nov. 30, 10-11 p.m. EST. The "World of Benny Goodman," previously scheduled for Oct. 29, will be seen instead Thursday, Jan. 24, 8:30-9:30 p.m. EST. The "World of Maurice Chevalier" will be scheduled Friday, Feb. 22, 8:30-9:30 p.m. EST, and NBC is presently negotiating with a major international personality for an additional "World of ..." program to be scheduled in March.

(more)

Last season's highly successful Purex "World of ..." series included intimate portraits of Sophia Loren, Bob Hope, Jimmy Doolittle and Billy Graham.

Lincoln-Mercury Division of Ford Motors and Lipton Tea have each purchased one-sixth of the NBC-TV election coverage, as previously announced.

The order for Purex Corporation was placed by Edward H. Weiss and Company.

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NBC-New York, 9/26/62

September 26, 1962

PREMIERE

'NBC NEWS MORNING REPORT,' NEW 5-MINUTE MONDAY-THROUGH-FRIDAY TV SERIES, TO BE SPONSORED BY GENERAL MILLS AND BRISTOL-MYERS

"NBC News Morning Report," a new series of five-minute Monday-through-Friday news reports with NBC News correspondent Edwin Newman, will be presented on the NBC-TV Network from 10:25 to 10:30 a.m. NYT starting Oct. 1.

"NBC News Morning Report" will be sponsored by General Mills Inc. (through Needham, Louis and Brorby Inc.) and Bristol-Myers Company (through Young and Rubicam Inc.).

This will be the fourth Monday-through-Friday series of five-minute NBC News reports on NBC-TV. The others are "NBC News Day Report" with Ray Scherer (12:55-1 p.m. NYT), "NBC News Early Afternoon Report" with Floyd Kalber (2:25-2:30 p.m. NYT through Sept. 28, moving to 2:55-3 p.m. NYT effective Oct. 1), and "NBC News Afternoon Report" with Sander Vanocur (4:55-5 p.m. NYT).

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September 26, 1962

ROBERT D. KASMIRE APPOINTED DIRECTOR, CORPORATE INFORMATION, FOR THE NATIONAL BROADCASTING COMPANY

Robert D. Kasmire has been appointed Director, Corporate Information, for the National Broadcasting Company, it was announced today by Lester Bernstein, Vice President, Corporate Affairs.

Mr. Kasmire joined NBC in 1959 as Coordinator, Special Projects, in the network's Corporate Planning Department. In February, 1960, he was appointed Coordinator, Corporate Information.

He came to NBC from two years as Assistant to the Secretary to former Governor W. Averell Harriman of New York. Before that he served for one year as Director of Business Publicity for the New York State Department of Commerce. He went to the state capital in June, 1953, as a reporter and editor in the Albany bureau of the Associated Press after working, in turn, as a reporter for the Meriden (Conn.) Record and Providence (R.I.) Journal, and in the news department of station WJAR-TV in Providence, an NBC-TV Network affiliate.

Mr. Kasmire is a native of New Bedford, Mass. He was graduated from Brown University in 1951. He is married and lives in New York City.

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M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

Attention, Sports Editors

NBC-TV AND RADIO COVERAGE TO PUT 'WORLD' IN WORLD SERIES

NBC, through its television and radio coverage, will help to put the "world" in the World Series.

NBC-TV's coverage of the first coast-to-coast World Series in baseball history will be seen live, not only in the United States, but also in Canada and Mexico. Some 220 TV stations in the U. S. will carry baseball's annual classic -- and 188 of these will transmit in color. Sixty TV stations in Canada will beam the games (in black and white) throughout that country. In Mexico, baseball fans in the Monterey area will watch the Series live (in black and white) via microwave, from Weslaco, Texas.

Series games will be seen in Hawaii each day only hours after the final out. Color tapes of each game will be flown from Los Angeles by jet for broadcast later that same night by three TV stations in Hawaii.

Black-and-white kinescope recordings of each game will be flown to Alaska for presentation four or five days later in Anchorage, Fairbanks and Juneau. Kinescopes also will be distributed by the Armed Forces Television Service for presentation at overseas service bases several days later.

NBC Radio's broadcasts of the Series games will be carried by almost 500 radio stations in the United States and 85 more in Canada, and will be picked up by the Armed Forces Radio Service for shortwave relay to service personnel throughout the world. NBC also sends Series broadcasts via shortwave to Mexico and Latin America.

(more)

ss Department, Room 320

The World Series play-by-play reports will be multi-lingual. In Canada, some of the TV and radio stations will report in French. The broadcasts sent to Mexico and Latin America will be in Spanish.

The World Series is scheduled to start Wednesday, Oct. 3 in the park of the National League pennant-winner -- either Los Angeles or San Francisco. The visiting team will be the New York Yankees, who have captured their 27th American League championship -- their 12th pennant in the last 14 years and third straight.

TV and radio times for the Series opener would be 3:45 p.m. EDT in Los Angeles or 2:45 p.m. EDT in San Francisco. The TV and radio commentators will be announced after the National League pennant is clinched.

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NBC-New York, 9/26/62

NBC COLOR TELEVISION NEWS

September 26, 1962

CALIFORNIA'S GUBERNATORIAL CANDIDATES TO APPEAR ON 'MEET THE PRESS': FORMER VICE PRESIDENT NIXON ON OCT. 7 AND GOVERNOR BROWN ON OCT. 14

The candidates in what is regarded as the country's hottest gubernatorial race -- California Governor Edmund G. (Pat) Brown and former Vice President Richard M. Nixon -- will be interviewed on NBC's "Meet the Press" on separate October dates.

Mr. Nixon will be interviewed Sunday, Oct. 7. Governor Brown will appear the following Sunday, Oct. 14. Both programs will be live color broadcasts from the NBC studios at Burbank, Calif., at 6 p.m. NYT. NBC Radio Network will carry the programs at 6:30 p.m. NYT. The appearances of the former Vice President and the California Governor will mark the start of a series of "Meet the Press" programs through Election Day that will present interviews with prominent political figures.

Mr. Nixon will be interviewed first as the result of a coin toss by producer Lawrence E. Spivak several weeks ago in Washington. Mr. Nixon and Governor Brown were represented at the toss by Representative Glenard P. Lipscomb (R.-Calif.) and Senator Clair Engle (D.-Calif.), respectively. Governor Brown won the toss and chose the latter date.

Spivak will appear on both programs as a panelist. Other panelists will be announced later.

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September 26, 1962

VIRGIN ISLANDS PROVIDE SETTING FOR 'TODAY' NBC-TV BROADCASTS OF OCTOBER 8 TO 12

The beautiful tropical setting of the Virgin Islands will be the site for NBC-TV's "Today" broadcasts the week of Oct. 8-12 when the program, via tape, will present features on life on the islands and interviews with Governor Ralphael M. Paiewonsky and other prominent islanders.

Host Hugh Downs, Jack Lescoulie and "Today Girl" Pat Fontaine will visit St. Thomas and St. Croix Oct. 5-9 to tape the "Today" programs of Oct. 8-12 (Monday through Friday, 7-9 a.m. EDT). Frank Blair remains in New York to present the news live on all dates.

On Monday, Tuesday and Wednesday, Oct. 8-10, "Today" will present features originated in St. Thomas. On Thursday and Friday, Oct. 11 and 12, the show will feature the St. Croix tapings.

The Monday program will be set in the home of a prominent resident and will be devoted to explaining what living on the islands is like. Features will cover education, social life, food and fashions, among other aspects of Island life. Many Americans are coming to the Islands for sightseeing, for retirement or for business. New industries are being encouraged as part of an economic development program. Entertainment for the day will be by a steel band.

The Tuesday show will have the St. Thomas Yacht Haven as its base and will deal primarily with boating, water sports and the area's many shorefront activities. Native quadrille dancers will entertain.

(more)

The Virgin Isle Hilton is the site for the Wednesday program. Features include interviews with Governor Paiewonsky with leaders of the island's political parties who will discuss the government of the islands. There will also be a showing of resort fashions and entertainment by Marge Dodson, an American jazz singer.

On Thursday, "Today" moves to the island of St. Croix, largest of the islands but less important economically and less populated than St. Thomas. Features scheduled will be a review of the history of the Virgin Islands and its rum trade, a discussion of the islands' economic problems and a spot on surf-casting. Native limbo dancers will provide the entertainment.

The fascinating underwater world of the Buck Island Reef national monument will be explored by "Today" on Friday. Hugh Downs, an expert skin diver, will take viewers along the underwater trail and also take part in demonstration of SCUBA and other underwater diving equipment. Other members of the cast will join Hugh for underwater games and added features.

This will be the first time since 1960, when "Today" went to Rome, that the program will have originations outside the continental United States. The program also went abroad in 1959 for a one-week visit to Rome.

"Today" is a presentation of NBC News. Producer is Al Morgan.

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NBC-New York, 9/26/62

NBC COLOR TELEVISION NEWS

September 26, 1962

CELEBRITIES TO PARTICIPATE IN 'PRICE IS RIGHT' BROADCAST
OBSERVING SIXTH ANNIVERSARY OF THE NBC-TV GAME SHOW

Hugh Downs (star of NBC-TV's "Today" show), Arlene Francis (hostess of NBC Radio's "Family Living" program), Betsy Palmer and comedian Alan King will be special guests on NBC-TV's "The Price Is Right" color broadcast Monday, Oct. 1 (9:30-10 p.m. EDT) as the game show celebrates its sixth anniversary on television.

The celebrities will participate with regular contestants in bidding on the prize items -- but the lesser-knowns will get the prizes.

Bill Cullen has been master of ceremonies of the Mark Goodson-Bill Todman production since its premiere on NBC-TV Nov. 26, 1956, as a Monday-through-Friday daytime program. (The weekly nighttime version was launched Sept. 23, 1957.)

"RECORD" START FOR RICHARD CHAMBERLAIN'S NEW "DR. KILDARE" SEASON

Richard Chamberlain this week not only comes out on NBC-TV with a new season of "Dr. Kildare" episodes, but also comes out in the nation's music stores with his new record.

Under the MGM Label, Chamberlain's newest offerings are the ballad "Love Me Tender" and the standard "All I Do Is Dream of You."

Chamberlain starts his new "Dr. Kildare" season Thursday, Sept. 27 (8:30-9:30 p.m. EDT), with the episode "Gravida One," co-starring Raymond Massey and guest performers Patricia Barry and Otto Kruger.

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SHIRLEY BOOTH READS DOROTHY PARKER STORIES IN NEW RECORDING

Noted actress Shirley Booth, who has the title role in NBC-TV's "Hazel" color series, can now be heard as reader of stories by Dorothy Parker.

Miss Booth reads four of Miss Parker's well-known New Yorker stories on a new disk issued by Caedmon Records. "Lady with a Lamp," "The Waltz," "Cousin Larry" and "A Telephone Call" are the four titles.

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NBC-New York, 9/25/62

CAST AND CREDITS FOR 'THE TEAHOUSE OF THE AUGUST MOON,'
90-MINUTE 'HALLMARK HALL OF FAME' COLOR BROADCAST
ON NBC-TV FRIDAY, OCT. 26 (8:30 P.M. EDT)

JOHN FORSYTHE

DAVID WAYNE
as
Sakini

MIYOSHI UMEKI

PAUL FORD

in

'THE TEAHOUSE OF THE AUGUST MOON'

by

JOHN PATRICK

Adapted from the novel by Vern Sneider

Adapted for television by.....ROBERT HARTUNG

Scenery by.....WARREN CLYMER

Costumes by.....NOEL TAYLOR

Associate producer.....ROBERT HARTUNG

PRODUCED AND DIRECTED BY.....GEORGE SCHAEFER

* * *

Sponsor.....Hallmark Cards Inc.

Agency.....Foote, Cone & Belding

THE CAST

Captain Fisby:	John Forsythe
Sakini:	David Wayne
Lotus Blossom:	Miyoshi Umeki
Colonel Purdy:	Paul Ford
Captain McLean:	William Le Massena
Sgt. Gregovich:	Fred Kareman
Old Woman in the Jeep:	Osceola Archer

(more)

Daughter:	Mara Kim
Mr. Omura:	Yuki Shimoda
Mr. Seiko:	Armand Alzamora
Mr. Hokaida:	Sho Onodera
Mr. Oshira:	William Hansen
Mr. Sumata:	Khigh Dhiegh
Miss Higa Jiga:	Teru Masumoto
The Boy:	David Abe

* * *

ADDITIONAL CREDITS

Music composed by	Dai-Keong Lee
Music conductor:	Franz Allers
Choreographer:	Yuki Shimoda
Executive assistant:	Sybil Trubin
Production associate:	Joan Frank
Production coordinator:	Gordon R. Wynne Jr.
Production secretary:	Janet S. Gibson
Program assistant:	Patti Reuben
Unit manager:	Dick Diorio
Technical director:	O. Tamburri
Lighting director:	Alan Posage
Associate director:	Adrienne Luraschi
Audio:	Jim Blaney
Make-up by	Bob O'Bradovich
Assistant Costume Designer:	George Sullivan
Graphic Arts:	Jay Moss
Stage Managers:	Sam Kirshman and Norman Hall

* * *

(more)

- Credits for 'The Teachers of the Angel Food'

Laughter:	Mare Aim
Mr. Cooper:	Carl Schimmel
Mr. Zeigler:	Armand Alzamora
Mr. Kowalski:	Lou Cordero
Mr. Cabrera:	William Sweeney
Mr. Zarrella:	Ralph Ehlers
Miss Mary Jiga:	Ford Hammond
Tom Ray:	David Aim

* * *

OPERATIONAL CREDITS

Mail: Composed by	Gal-Moong Lee
Music Conductor:	Frank Allara
Choreographer:	Carl Schimmel
Executive assistant:	Sybil Trudin
Production associate:	Jean Frank
Production coordinator:	Gordon H. Thomas Jr.
Production secretary:	Janet L. Gibson
Program assistant:	Patti Sauter
Unit manager:	Dick Cooper
Technical director:	O. Tamburro
Lighting director:	Alan Posaga
Associate director:	Adrianne Jurewski
Audio:	Jim Sisney
Mark-up by	Jon O'Brodovich
Assistant Costume Designer:	George Sullivan
Dressing Room:	Jay Moon
Tease Manager:	Jane Zirkman and Norman Hall

* * *

(cont.)

Origination: NBC Color Studios, Brooklyn, N. Y., via color tape

NBC Press Representatives: Charlie Gregg (New York), Bob Bowen (Burbank)

* * *

THE STORY

An amiable, bubbling Army captain named Fisby (John Forsythe) is assigned the task of bringing democracy to the tiny Okinawan village of Tobiki, shortly after World War II. Armed with a manual of occupation, and with pompous, platitude-spouting Colonel Purdy (Paul Ford) breathing down his neck, Fisby soon discovers that his best efforts are no match for the charm and guile of the Okinawan population -- especially of his native interpreter, the engaging Sakini (David Wayne), and the beautiful Geisha girl, Lotus Blossom (Miyoshi Umeki).

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NBC-New York, 9/25/62

JACK TRACY
ROOM 320

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NBC COLOR TELEVISION NEWS

September 27, 1962

IT'S NO DREAM! JOHNNY CARSON ON YANKEE STADIUM MOUND
(PITCHING TO MANTLE, MARIS, HOWARD) WILL BE ON TV

Dream becomes reality when Johnny Carson pitches against three stalwarts of the New York Yankees baseball team -- Mickey Mantle, Roger Maris and Elston Howard -- at Yankee Stadium on Friday afternoon, Sept. 28. Filmed footage of this contest, to be carried out in deadly earnest, between the TV personality and the baseball sluggers, will be shown on the Friday, Oct. 5, color broadcast of "The Tonight Show Starring Johnny Carson." (The series is presented Mondays through Fridays, 11:15 p.m.-1 a.m. NYT).

The diamond caper is the first of many escapades, not necessarily athletic, in which Carson will fulfill fantasies he shares with many Americans. Carson aims to represent the average guy in extraordinary circumstances. He will act out his illusions of grandeur, both for himself and for the entertainment of millions of viewers who watch network television's most popular late-evening show.

A perfectionist, Carson will pitch the ball as hard as he can, and Mantle, Maris and Howard will be out to slam it over the fence. With both pitcher and batters trying their best, the outcome is bound to be suitable fare for Carson's TV show which will contain laughs, songs and human interest.

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'HUNTLEY-BRINKLEY REPORT'
- - -
News Series on NBC-TV

Chet Huntley (in New York) and David Brinkley (in Washington), television's most famous news team, present the "Huntley-Brinkley Report," reporting national and international news on the NBC-TV Network Monday through Friday, 6:45 p.m. NYT.

Drawing upon the services of hundreds of reporters and cameramen around the world who comprise NBC News, the two award-winning newsmen report the day's news in brisk, fresh commentary.

Now beginning its seventh year, the program has become a national tradition. It has even been included in the daily schedule for the Brothers of the Atonement Seminarians in Washington, D. C.: "Chapel 5-6 p.m.; supper, 6-6:20 p.m.; night prayers, 6:20-6:45 p.m.; "Huntley-Brinkley Report," 6:45-7 p.m. (optional)."

The program has also become somewhat of a tradition in the award-winning field. To date, the show has won three Emmy Awards, a Peabody Award, TV Guide Award, a Saturday Review Award and the National Headliners Club Award.

Brinkley often ends the program with a wry or humorous item, such as a report on how much milk President Kennedy's cabinet consumes. Huntley, on the other hand, often includes a searching report on the nation's economy or on our relations with foreign powers.

The "Huntley-Brinkley Report" is broadcast under the supervision of William R. McAndrew, Executive Vice President, NBC News, and Julian Goodman, Vice President, NBC News. Reuven Frank is producer and Eliot Frankel, associate producer.

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NBC-New York, 9/27/62

CREDITS FOR THE 'HUNTLEY-BRINKLEY REPORT' ON NBC-TV

Time:	NBC-TV Network, Mondays through Fridays 6:45-7 p.m. NYT.
Correspondents:	Chet Huntley and David Brinkley
Format:	Late news reports by Chet Huntley (from New York) and David Brinkley (from Washington) both utilize NBC News' world-wide staff of correspondents and cameramen.
Producer:	Eliot Frankel
Directors:	New York -- Charles Sieg; Ray Lockhart; Washington -- Frank Slingland
News writers:	Johnny Apple, Wally Pfister and David Burk
Premiere Date:	Oct. 29, 1956
Sponsors (and Agencies):	R. J. Reynolds Tobacco Company (William Esty Company, Inc.) American Home Products (Ted Bates and Company, Inc.)
Origination:	NBC-TV Studios in New York and Washington.
NBC Press Representative:	Dick Connelly (New York).

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NBC-New York, 9/27/62

September 27, 1962

'CHET HUNTLEY REPORTING'
- - -
News Commentary Series on NBC-TV

"Chet Huntley Reporting" takes television viewers behind developments in the news, placing the accent not on what happened, but how it happened, what reaction it caused, and where it may lead. In the 1962-63 season, this program of news commentary will be broadcast on Tuesdays from 10:30 to 11 p.m. NYT, beginning Oct. 2.

With Chet Huntley as on-the-air editor, the program has presented a two-part series on Finland; an interview with Gen. Lucius D. Clay, President Kennedy's personal representative in Berlin; a report on the development of Communism in Cuba, and a dissertation on the antics of college students in Daytona Beach, Fla., last Spring.

One of the series' most enterprising programs last season was an exclusive interview with the controversial Russian poet, Yevgeny Yevtushenko. Huntley interviewed the Soviet writer for 90 minutes in a London hotel room.

"Chet Huntley Reporting" is written by Huntley and a staff which usually travels to the place where the news is being made. When the President's wife toured India and Pakistan last Spring, the program had an advance news team in both countries to prepare coverage.

The program was broadcast in color for the first time last Feb. 2 and presented color film of an erupting volcano in Hawaii.

"Chet Huntley Reporting" is produced by Gerald Green.

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CREDITS FOR 'CHET HUNTLEY REPORTING' ON NBC-TV

Time:	NBC-TV Network, Tuesdays, 10:30-11 p.m. NYT.
On-the-air editor:	Chet Huntley
Format:	News reports and news background features by Chet Huntley, drawing on NBC News' world-wide news staff.
Producer:	Gerald Green
Directors:	Robert Priaulx, Joseph Zigman, Norton Bloom
News writers:	David Teitelbaum, David Englander
Origination:	NBC-TV Studios in New York
Premiere date:	April 1, 1956
NBC Press Representative:	Howard Vandermeulen (New York)

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NBC-New York, 9/27/62

"DAVID BRINKLEY'S JOURNAL"

"David Brinkley's Journal" begins its second season on Monday, Oct. 1, riding a wave of praise, having achieved something of a "rookie-of-the-year" status by winning a Peabody Award and an Emmy Award its first year on the air. The program is broadcast in color each Monday at 10 p.m. NYT. (The new season's premiere is a full-hour, but regular weekly airtime is 10-10:30 p.m. NYT).

The "Journal" usually consists of one or two filmed segments with Brinkley offering commentary before and after each. Topics have ranged from an absorbing profile of wrestler Antonino Rocca to a comical appraisal of foreign TV commercials.

There have been serious shows: attorney James B. Donovan telling how he arranged the swap of U-2 pilot Francis Gary Powers for a Soviet spy (Col. Rudolf Abel), and Food for Peace director James Symington explaining the project's impact on a village in Peru.

The "Journal" has won wide acclaim. A TV critic wrote: "David Brinkley's reputation for integrity remains high at this typewriter after his last night's "Journal" looked into the postal problems dangled by the JFK Administration over the heads of publishers..." Another declared: "What I like about 'David Brinkley's Journal' is that it has the dry editorial bite of truth instead of press agentry..."

Ted ates is producer and Stuart Schulberg co-producer. Director is Frank Slingland.

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NBC-New York, 9/27/62

NBC COLOR TELEVISION NEWS

September 27, 1962

CREDITS FOR "DAVID BRINKLEY'S JOURNAL" ON NBC-TV

Time:	10-10:30 p.m. NYT Mondays in color on NBC-TV. (Season premiere Oct. 1 will be one hour that date only).
Correspondent:	David Brinkley
Producer:	Ted Yates
Co-Producer:	Stuart Schulberg
Director:	Frank Slingland
Production Manager:	Steve Bono
Production Assistants:	Bill Anderson Susan Olney
Unit Manager:	Robert Amdur
Researchers:	Maggie Weil Judy Williams Marya McLaughlin
Film Editors:	Paul Davis Georges Klotz Don Kerne
Film Editor Assistants:	Ray Creamer William Palm Terry Lewis Karen Erlebach
Origination:	Washington, D. C.
Original Premiere Date:	Oct. 11, 1961
Sponsors (and Agencies):	Pittsburgh Plate Glass Co. (Maxon, Inc.) and Douglas Fir Plywood Association (Cole and Weber)
NBC Press Representative:	Dick Connelly (New York)

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NBC RADIO NETWORK PROGRAM

ASSOCIATED PRESS MANAGING EDITORS HONOR 2 NBC STATIONS

NBC's owned radio station KNBC in San Francisco and NBC-TV affiliate WCYB-TV in Bristol, Va., were honored yesterday (Sept. 26) for exceptional contributions to the AP News Report, by the Associated Press Managing Editors Association at its annual convention in Minneapolis.

Citations were issued to three radio and two television stations and 43 newspapers. Those honored, according to the APME, "had performed outstanding jobs in the coverage of news events..."

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NBC-New York, 9/27/62

JACK TRACY
ROOM 320

September 28, 1962

BLOCK DRUG COMPANY AND CARTER PRODUCTS INC. HAVE EACH PURCHASED ONE-TWELFTH SPONSORSHIP OF NBC NEWS' TV COVERAGE OF ELECTIONS

Block Drug Company and Carter Products Inc. have each purchased one-twelfth sponsorship of NBC News' television coverage of the 1962 elections, which begins on the NBC-TV Network at 7 p.m. EST on Tuesday, Nov. 6, it was announced today by John M. Otter, Vice President, National Sales, NBC Television Network.

NBC News coverage will feature Chet Huntley and David Brinkley and a special staff of about 1,000.

Block Drug and Carter Products join Lipton Tea, Lincoln-Mercury Division of Ford Motor Company, and the Purex Corporation as sponsors of NBC-TV's election coverage.

NBC-TV's coverage of the 1960 Presidential election, which featured Huntley and Brinkley, was viewed by a larger audience than that of the other two networks combined.

The Block Drug and Carter Products orders were placed through Sullivan, Stauffer, Colwell and Bayles, Inc.

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OM THE NATIONAL BROADCASTING COMPANY
iy Rockefeller Plaza, New York 20, N. Y.

September 28, 1962

NBC NEWS PREPARED TO REPORT ALL MAJOR DEVELOPMENTS OF SCHIRRA'S ORBIT FLIGHT DURING TV AND RADIO COVERAGE OF THE WORLD SERIES

NBC News is prepared to report all major developments in the six-orbit space attempt of Astronaut Walter M. Schirra Jr. during the broadcast of the World Series on the NBC Television and Radio Networks.

The NBC coverage of Commander Schirra's space mission, now scheduled for no earlier than Wednesday morning, Oct. 3, will start at 7 a.m. EDT. The first game in the World Series will be played on the West Coast in the afternoon of the same day and will be carried on NBC Television and Radio.

If Schirra is in flight during the series coverage, the NBC Television and Radio Networks will be prepared to report any important developments in the space mission. The TV and radio feeds of both events will be controlled in New York so that switches can be made instantly.

NBC News will use various techniques to keep viewers informed of the progress of the flight while the game is being covered. These include a special printed tape which will carry news of the space mission and will be run across the bottom of the television picture.

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ess Department, Room 320

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

September 28, 1962

TWO SPECIAL TRAILERS, CONTAINING STUDIO AND NEWS OFFICE FACILITIES, WILL BE USED AT CANAVERAL BY NBC NEWS FOR SCHIRRA ORBIT STORY

Two new trailers especially designed and built for use as mobile television studios and a news office at Cape Canaveral, Fla., will be used by NBC News for the first time during the coverage of the planned six-orbit flight of Astronaut Walter M. Schirra Jr. NBC-TV and Radio coverage of the orbital shot, now set for no earlier than Wednesday, Oct. 3, will begin at 7 a.m. EDT on the morning of the launch.

The twin trailers were built under the supervision of NBC News and technical personnel of NBC affiliate WFGA-TV, Jacksonville, Fla. One trailer will be owned by WFGA, whose staff cooperates with NBC News in the coverage of space flights from Cape Canaveral.

Both trailers will be located at the press site at the Cape, where NBC News correspondents Merrill Mueller and Roy Neal will report for NBC-TV. (Frank McGee will report from New York on TV.)

The new studio trailer contains two completely equipped TV studios which will add greatly to the flexibility of NBC News coverage of space flights. One of the studios will be used primarily for interviews and roundtable discussions. It also contains a large picture window to let television viewers watch the activity at the press site during the interviews.

The second studio will be used as an "anchorman" position. It contains a desk and rear-projection screen on which various types of visual material can be shown. The trailer will be completely equipped with TV cameras, monitors, telephones, news wires and related equipment.

(more)

The second trailer will house NBC News' Cape Canaveral news desk operation and will also be fully supplied with TV monitors, phones, and other communications equipment. The same trailer also will contain a television tape machine.

In addition to the trailer studios, the outdoor platform area at the press site will again be available for use by NBC News correspondents at the Cape.

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NBC-New York, 9/28/62

MALCOLM H. OETTINGER JR. NAMED COORDINATOR, NEWS INFORMATION, WASHINGTON, FOR THE NBC PRESS DEPARTMENT

FOR RELEASE MONDAY A.M., OCT. 1

Malcolm H. Oettinger Jr., reporter for Broadcasting magazine, has been named Coordinator, News Information, Washington, for the NBC Press Department, it was announced today by Ellis O. Moore, Vice President, Press and Publicity.

Mr. Oettinger will supervise all publicity involving NBC News' expanded Washington staff. He will also work closely with NBC's legal and other representatives in Washington.

For the past four years, Mr. Oettinger has covered a government beat for Broadcasting that included such agencies as the Federal Communications Commission, Federal Trade Commission, and Securities and Exchange Commission.

Before joining Broadcasting, he worked for the Washington Post and Kay's Newport Inc., a chain of women's shoe stores.

Mr. Oettinger was educated at the Choate School and Harvard College, where he was graduated in 1954. He spent the next two years in the Army, serving in Germany as an artillery officer.

Mr. Oettinger is married to the former Louise Hughston of Spartanburg, S. C. Mrs. Oettinger is assistant women's editor of the Washington Post. The couple lives in Washington.

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NBC COLOR TELEVISION NEWS

SEASON'S PREMIERE

September 28, 1962

PERRY COMO OPENS HIS NEW 'KRAFT MUSIC HALL' SEASON

Perry Como opens the doors of the Music Hall in a production of "Dream Along with Me" for the 1962-63 season's premiere of "Perry Como's Kraft Music Hall" color series on NBC-TV Wednesday, Oct. 3 (9-10 p.m. EDT).

As announced, Como, in a filmed sequence, will take viewers to his favorite golf course at Sands Point, Long Island, N. Y., to introduce his guests -- golfing champions Arnold Palmer, Gary Player and Jack Nicklaus. During the show the foursome will be seen at the first tee, in a sand trap and on the putting green with an entertaining "clinic" for golfers -- with golf tricks and comic asides.

Como's songs will include "I Left My Heart in San Francisco" and the "request" tunes: "In Other Words," "What's New?" and "Little White Lies." The Music Hall Players -- Don Adams, Kaye Ballard, Jack Duffy and Sandy Stewart -- will "welcome" the newest member of the group, French comedian Pierre Olaf. Mitchell Ayres and his orchestra, seated on a newly designed bandstand by Emmy Award-winner scenic designer Gary Smith, will accompany the Ray Charles Choir in "Sweetest Sounds." The Peter Gennaro dancers will perform to "People Will Say We're in Love," choreographed by Carol Haney who is substituting for Gennaro for the first five shows.

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LIBRARY OF CONGRESS ACQUIRES 10 MORE NBC 'PROJECT 20' PROGRAMS

The Library of Congress has acquired 10 NBC "Project 20" programs for its film archive print collection. In response to the Library's request for these additions to its permanent file in Washington, D. C., the "Project 20" unit has donated prints of "The Real West," "The Story of Will Rogers," "Life in the Thirties," "Not So Long Ago," "Laughter, U.S.A.," "Circus," "Those Ragtime Years," "Call To Freedom," "The Coming of Christ," and the 90-minute version of "Victory at Sea." Earlier, the Library of Congress acquired eight "Project 20" programs. An additional recent acquisition is an NBC Special Projects program, "Regards to George M. Cohan."

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CORRECTION, PLEASE, FOR 'HUNTLEY-BRINKLEY REPORT' FEATURE

In the last paragraph of the NBC feature on the "Huntley-Brinkley Report" (dated Sept. 27), please change the last sentence to read "Eliot Frankel is producer." Delete the reference to Reuven Frank.

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NBC-New York, 9/28/62

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

September 28, 1962

Attention, Sports Editors

NBC-TV AND RADIO TO COVER NATIONAL LEAGUE PLAYOFF
GAMES IF PENNANT RACE ENDS IN A TIE

If the National League pennant race ends in a tie, the playoff series starting Monday, Oct. 1 will be covered by the NBC Television and Radio Networks, NBC Director of Sports Tom S. Gallery announced.

NBC's exclusive TV and radio coverage will be nationwide, except for the home territories of the two participating clubs, Mr. Gallery said.

The best-two-of-three playoffs would start Oct. 1 in San Francisco's Candlestick Park. The second game would be played Tuesday, Oct. 2, and the third game, if necessary, Wednesday, Oct. 3 -- both in Los Angeles' Dodgers Stadium.

TV and radio times for all games would be 3:45 p.m. EDT (12:45 p.m. PDT), 15 minutes before game time.

A playoff would move the starting date of the World Series to Thursday, Oct. 4, regardless of the length of the playoff. NBC-TV and NBC Radio also will cover the entire Series, with the TV coverage in color.

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s Department, Room 320

NBC COLOR TELEVISION NEWS

PREMIERE

PUPPETS, TUMBLERS, TALKING CELLO, FAMOUS ARTIST, BROADWAY STAR TO SHARE SPOTLIGHT IN PREMIERE OF 'EXPLORING,' FULL-HOUR NBC-TV EDUCATIONAL SERIES IN COLOR FOR CHILDREN

FOR RELEASE MONDAY A.M., OCT. 1

Puppets will explain how man learned to count, tumblers will form an igloo, and a skyscraper to show types of shelter, a cello will talk, and a famous illustrator and a Broadway star will present the story of Theseus and the Minotaur on the premiere program of "Exploring," NBC-TV's new educational series for children, Saturday, Oct. 13 (12:30-1:30 p.m. EDT).

The program, broadcast in color, will draw upon the skills of artist Gustave Dore, cellist John Martin of the National Symphony Orchestra in Washington, Richard Kiley, star of the Richard Rodgers' musical, "No Strings;" the Ritts' Puppets, illustrator Richard Erdoes, puppeteer Lou Bunin, and the Seven Sons of Morocco, internationally-known gymnastic group.

Dr. Albert R. Hibbs, host of the series, will reveal publicly for the first time the miniaturized X-ray instruments that will be sent to the moon in Project Surveyor to analyze the lunar surface.

(more)

"Exploring" is designed to stimulate the interest of children five to 11 years old in five major branches of learning -- language, music, mathematics, social studies and science. It will join the creative skills of the performing arts with the most advanced ideas and methods of education.

Craig Fisher, former associate producer of NBC-TV's "Today" program, is producer of "Exploring," a Public Affairs presentation of NBC News.

Each weekly program will be divided into the five areas of learning, with language, music and mathematics making up the first half-hour. The material in these segments will be of special interest to the younger children in the age span. The premiere program will deal with these subjects as follows:

Language -- The Greek legend of Theseus and the Minotaur will be presented through animated drawings by Richard Erdoes and narration by Richard Kiley.

Music -- In a "conversation" with a cello, Dr. Hibbs learns that this musical instrument developed from a weapon, the bow, and discovers the cello's range and musical capabilities including pizzicato, harmonica and double stops. The cello is one of a series of "instrument puppets" prepared expressly for "Exploring" by Lou Bunin, creator of the famous Bunin puppets which have appeared on television and in motion pictures.

The cello passages are played by the National Symphony's John Martin. During a section of the Richard Strauss tone-poem, "Don Quixote," film is shown of the Gustave Dore etchings illustrating this famous story. In the "conversation" with Dr. Hibbs, the "voice" of the

(more)

cello is an electronic synthesis of music played by Martin and the speaking voice of puppeteer Glenn Potter.

Mathematics -- Three gloves -- Fred, his partner and Mabel -- followed by animal puppets, Magnolia Blossom, an ostrich; Sir Geoffrey Giraffe and Albert Chipmunk, perform an amusing skit on a theory of how man developed a system of numbers and learned to count.

The second half-hour of "Exploring" will be devoted to social studies and science. The material will be keyed to older children, with the approach slightly more sophisticated and the vocabulary more advanced.

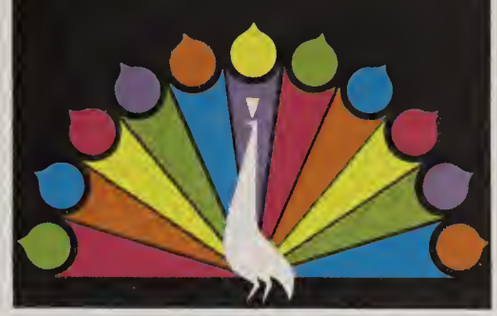
Subject matter and its manner of presentation on the premiere program will be as follows:

Social Studies -- Dr. Hibbs discusses man's need for food, clothing and shelter, and then explains how various forms of shelter came about to fit climatic conditions and materials at hand, and how man's dwellings changed with his habits. The Seven Sons of Morocco provide unique illustrations of Dr. Hibbs' explanation by becoming human building blocks and forming an igloo, a tepee, a log cabin, a Southern mansion and a skyscraper apartment house with an elevator.

Science -- Dr. Hibbs explains how scientists determine the structure and composition of things by observation and, whenever possible, by testing and analysis. Films are shown of underwater life and the moon. Using a petrographic microscope, Dr. Hibbs examines a slide of a meteorite. He runs a titration test and an X-ray spectroscopy test to find out about the elements in certain mineral compounds.

Miniaturized versions of the Norelco X-ray diffractometer-spectograph are shown publicly for the first time. These instruments are part of the rocket installation that will be sent to the moon in Project Surveyor to analyze the lunar surface for its elements and compounds and to radio the information back to earth.

NBC COLOR TELEVISION NEWS



September 28, 1962

CORRECTION, PLEASE, FOR "DAVID BRINKLEY'S JOURNAL" STORY

A typographical error in the last sentence of the "David Brinkley's Journal" story in the NBC press mailing of Sept. 27 deleted a letter in the producer's name. Sentence should read "Ted Yates is producer..."

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